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Youth about their responses to Army advertising, media habits, career plans, and various demographic characteristics. Parents of selected 16- to 20-year-old respondents who met certain eligibility requirements were also interviewed on parallel topics. *Keywords: Army National Guard; Army Reserves; Reserve Officers Training Corps; Youth attitudes surveys; Perception psychology. (66)*



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## The 1986/87 Army Communications Objectives Measurement System: Supplementary Tabulations of Officer Markets



Michael D. Rhoads, Robin L. McEntire,  
and Edward Hoke  
Westat, Inc.



Timothy L. Elig  
U.S. Army research Institute



U.S. Army Research Institute  
The Psychological and Organizational Sciences

August 1988

# U. S. ARMY RESEARCH INSTITUTE FOR THE BEHAVIORAL AND SOCIAL SCIENCES

A Field Operating Agency under the Jurisdiction of the  
Deputy Chief of Staff for Personnel

EDGAR M. JOHNSON  
Technical Director

WM. DARRYL HENDERSON  
COL, IN  
Commanding

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Research accomplished under contract  
for the Department of the Army

Westat, Inc.

Technical review by

Curtis L. Gilroy  
Martha Teplitzky

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Research Product 88-06

# **The 1986/87 Army Communications Objectives Measurement System: Supplementary Tabulations of Officer Markets**

**Michael D. Rhoads, Robin L. McEntire, and Edward Hoke**  
Westat, Inc.

**Timothy W. Elig**  
Army Research Institute

Manpower and Personnel Policy Research Group  
Curtis L. Gilroy, Chief

**Manpower and Personnel Research Laboratory**  
**Newell K. Eaton, Director**

U.S. ARMY RESEARCH INSTITUTE FOR THE BEHAVIORAL AND SOCIAL SCIENCES  
5001 Eisenhower Avenue, Alexandria, Virginia 22333-5600

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## FOREWORD

The U.S. Army uses advertisements to affect the knowledge, attitudes, and behavioral intentions of youth and such significant influencers as parents to effectively recruit manpower. Army advertising development and execution is guided by a positioning statement and by specific, measurable objectives. This report documents findings from the main survey conducted to measure the achievement of those objectives under the Army Communications Objectives Measurement System (ACOMS), which supports Army assessments of advertising program strategies and effectiveness. ACOMS also supports both planning for future strategy and increasing the operational efficiency of Army advertising programs.

ACOMS was developed to meet the needs of Army policy makers and operational managers through a cooperative effort with a Special Advisory Group (SAG) of representatives from the staffs of the Office of the Deputy Chief of Staff for Personnel, the U.S. Army Recruiting Command, the U.S. Army Reserve Officers' Training Corps Cadet Command, and the Office of the Chief of the Army Reserve. These offices have also provided the funding.

The participation of the U.S. Army Research Institute in this cooperative effort is part of an on-going research program designed to enhance the quality of Army personnel. This work is an essential part of the mission of ARI's Manpower and Personnel Policy Research Group (MPPRG) to conduct research to improve the Army's capability to effectively and efficiently recruit its personnel. Specific efforts on ACOMS were undertaken at the direction of the Deputy Chief of Staff for Personnel (references: Message 2614317 NOV 84, subject: "Operation Image-Watchdog," and Memorandum for Record, ODCSPER, DAPE-ZXA, 3 Feb 86, subject: Army Communications Objectives Survey (ACOMS)). Results were briefed to the SAG on 2 September 1987 and 23 November 1987. Highlights were also briefed to the Deputy Chief of Staff for Personnel on 21 September 1987.



EDGAR M. JOHNSON  
Technical Director

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---

Project Staff for the Period Reported (September 1985-September 1986)

Army Special Advisory Group, Staff Officers, and Special Advisors:

LTC James Simon, LTC Terry White (ODCSPER) (Chair); COL Donald Borden, COL Henry Brummett, Mr. Tom Evans, LTC Art Mark, LTC Ron Morsch, LTC Jesse Brokenburr, Dr. Gerald Klopp, MAJ Rick Halek, CPT(P) Douglas McLiverty, CPT John Perry, CPT Gary Pickens (USAREC); LTC John Anderson, LTC Al Resnick, MAJ Thomas Loggie (USAROTCCC); LTC Rockwell, LTC Jesse Wall, MAJ Harry Simpson, Mr. Lou Brodsky (OCAR); SGM Gene Wallace (ARNG); Dr. Zahava Doering, Dr. Michael Laurence, Ms. Vonda Kiplinger (DMDC); Dr. Paul Gade, Dr. Curtis Gilroy (ARI).

Statistical Sampling Advisory Panel:

Graham Kalton, University of Michigan; Joseph Sedransk, University of Iowa; Raj Singh, U.S. Bureau of the Census.

ARI Project Staff:

Timothy Elig and Allyn Herzbach.

Westat Project Staff:

Veronica F. Nieva, Gregory H. Gaertner, Michael D. Rhoads, Joseph Waksberg, Michael J. Wilson, Bruce F. Allen, Sandra Baxter, Jansen B. Davis, Richard C. Dulaney, Susan M. Englehart, Nancy L. Gay, James B. Greenlees, Edward Hoke, Catherine C. Howard, Jan Hull, Linda J. Keil, Dori Driesberg, David Lincoln, Robin McEntire, Leyla Mohadjer, Karen Molloy, Carin N. Rauch, Steve Roey, Jeannie Whalen, Data Preparation Staff, Secretarial Staff, Telephone Center Management and Interviewers.

## PREFACE

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This report documents the results of survey data collected for Project Image Watch-Dog, "Army Communications Objectives Measurement System (ACOMS)." The project addresses the personnel accessioning system that is responsible each year for obtaining from the non-prior-service youth market over 200,000 volunteers for the Army enlisted and warrant officer force. The U.S. Army Reserve Officers' Training Corps (ROTC) Cadet Command is responsible for attracting over 37,000 high-quality youth as college freshmen at 4-year colleges. To effectively recruit in the youth market, various components of the U.S. Army use advertisements to produce changes in the knowledge, attitudes, and behavioral intentions of youth and such significant influencers as peers and parents. ACOMS provides a measurement and analysis system to support Army

- (1) assessments of advertising program effectiveness;
- (2) assessments of advertising strategy efficiencies;
- (3) management of the advertising program; and
- (4) planning and development of new marketing strategies and segmentation.

The planning for this research was initiated in 1984. ACOMS developed out of work performed for a series of advertising effectiveness conferences directed by the U.S. Army Recruiting Command (USAREC) at the request of the Deputy Chief of Staff for Personnel (DCSPER), who met with the Commander of USAREC, the Chief of the Army Reserve, the Director of the Army National Guard, and the Deputy Chief of Staff of Training and Doctrine Command for ROTC in November 1984 to review the results of these conferences. These officers approved the mission requirements for ACOMS prepared by their staffs as well as the basic research plan prepared by ARI. The DCSPER directed ARI to develop and monitor research plans and necessary contract efforts for ACOMS with guidance from a Special Advisory Group (SAG) from the involved Army offices. The Defense Manpower Data Center was added in a special technical advisory capacity before the first meeting of the SAG.

The SAG was intimately involved in refining the mission requirements for ACOMS throughout the procurement process that led to the selection in 1985 of Westat, Inc., as the ACOMS contractor. Scientists from Westat and the Army community, together with a multitude of advisors, developed and refined the research plans for the ACOMS Survey Design (Nieva & Elig, 1988), and the ACOMS Survey Analysis Plan (Gaertner & Elig, 1988). In addition to guidance from the SAG, plans for ACOMS benefited from advice concerning sampling, weighting, and estimation from a Statistical Advisory Panel.

Supplementary tabulations of recruitment markets are intended to further familiarize Army manpower policy makers and researchers with the content of the ACOMS main youth interview. As reference books, these reports should serve to provide information on what youth in the recruitment markets believe about the Army and are intended to stimulate interest in detailed analyses of specific policy and operational concerns.

The basic plan for reporting on ACOMS interviews is based on the school year (July through June). This reporting schedule supports the Army's advertising planning cycle. This report is on an incomplete year of data (October 1986 through June 1987), since the ACOMS main interview data collection did not begin until October.

TIMOTHY W. ELIG  
ARI Senior Scientist and COR

THE 1986/87 ARMY COMMUNICATIONS OBJECTIVES MEASUREMENT SYSTEM: SUPPLEMENTARY  
TABULATIONS OF OFFICER MARKETS

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THE 1986/87 ARMY COMMUNICATIONS OBJECTIVES MEASUREMENT  
SYSTEM: SUPPLEMENTARY TABULATIONS OF OFFICER MARKETS

1. INTRODUCTION

The Army Communications Objectives Measurement System survey has been designed to provide timely information to Army policymakers and advertising planners regarding key market responses that are expected to be sensitive to changes in the Army's advertising plans. The ACOMS supplementary tabulations of the enlisted markets provide summary tables of the data collected from 13 October 1986 through 30 June 1987. During that time 6774 youth, ages 16 through 24, completed the 30 minute ACOMS youth interview. A similar volume is also available for the enlisted markets (Rhoads, Elig, McEntire, & Hoke, In preparation). Interpretive analyses appear in The Army Communications Objectives Measurement System (ACOMS): Annual report, school year 86/87 (Nieva, Gaertner, Elig, & Benedict, 1988). Quarterly reports are also available (Gaertner, Nieva, Elig, & Benedict, 1988).

The major portion of this volume consists of summary tables. To provide a means of better interpreting the tabulations, this volume also contains chapters explaining the survey design, and showing the layout of the tables.

Chapter 2 provides a brief overview of the major elements of the ACOMS project. It discusses the basic objectives of the project, the major design elements of the ACOMS survey, and the structure of the youth and parental questionnaires.

Chapter 3 discusses the structure of the tables and how to interpret them and to estimate populations and markets.

Appendix A contains the supplementary tabulations for the officer markets. The tabulations are indexed in two ways. Index A is alphabetical by variable name. Index B is by order of presentation.

Appendix B contains the ACOMS annotated questionnaire for Spring 1987 and an introductory guide to the questionnaire. The annotated questionnaire documents all items used during the interviews, along with instructions for question sequencing and skip patterns. The extensive annotation accompanying the questionnaire items makes this an important document for readers. Readers of this volume can use the annotated questionnaire to understand the survey instrument, as well as who was asked different sets of questions.

Appendix C contains the ACOMS change forms and a guide to the change forms. The cumulative change forms document how the survey instrument has been amended from one quarter to the next. Because a few of the tables contain data from two different wordings of a



question, the change forms are an important source of information. See the ACOMS users' manuals (Westat, Inc., 1987, 1988) for the first two versions of the questionnaire.

## 2. AN OVERVIEW OF ACOMS

### ACOMS Objectives

In an era when manpower experts are predicting increased difficulties for recruiting into military service, it becomes increasingly important for the U.S. Army to improve understanding and management of the factors that enable it to meet its manpower goals. Advertising communications represent one such factor.

Advertising is used extensively by the various Army components--the active Army, the U.S. Army Reserve (USAR), the Army Reserve Officers' Training Corps (ROTC), and the Army National Guard (ARNG)--to induce changes in the knowledge, attitudes, and behaviors of youth and their parents. Each year, the Army makes a sizable investment in the development and exposure of advertising communications intended to disseminate favorable Army images and to increase the enlistment propensity of eligible youth.

While inhouse assessments have been conducted by the Army's main advertising contractor, and advertising has been touched upon by other youth surveys such as the Youth Attitude Tracking Survey (YATS), there had been no indepth, independent examination of the effectiveness of Army communications prior to the Army Communications Objectives Measurement System (ACOMS) effort. ACOMS was designed to help the Army monitor and evaluate its advertising communications program and to provide ongoing measurement of the extent to which Army communications meet the communications objectives for different target groups (Nieva & Elig, 1988).

The objectives of ACOMS are:

- (1) To support Army assessments of advertising program effectiveness in a timely fashion;
- (2) To support Army assessments of advertising strategy in an integrated framework; and
- (3) To support Army advertising management and planning for future strategy.

ACOMS was designed to monitor and assess the effectiveness of the Army's advertising communications program. Data collections were designed to track changes over time in levels of advertising recall, and subsequent effects on the knowledge, attitudes, intentions, and actions of youth and their parents. In addition, a longitudinal survey was designed to be part of ACOMS to further the understanding of the lagged and cumulative effects of advertising and of the relationships between advertising and other factors that influence the eventual enlistment decision.

Thus, ACOMS was designed to contribute to the development of behavioral and economic models of enlistment decisionmaking currently being developed by the Army Research Institute. As better models of the enlistment decision process are developed, more effective marketing strategies can be applied to help the Army attain its annual recruiting goals.

A second set of goals for ACOMS involved the use of ACOMS data to assess the Army's advertising strategy. ACOMS was designed to be used to examine the extent to which the Army's intended messages are actually exposed to, and perceived by, their target audiences. Advertising strategy can be supported by the analysis of ACOMS data to refine the definitions of the Army's major market segments. Reactions to advertising, media habits, and other variables can be analyzed for the major demographic segments of interest to the Army's recruiting categories, broken down by major regions. In addition, ACOMS was designed to support the identification and validation of new segments defined in both attitudinal and demographic terms. This information is important in determining the nature and extent of advertising to be directed at each segment.

ACOMS was designed so that the data would be useful in examining brand differentiation, for example, comparison of image elements--at several levels: differentiation among the active Army, Reserve, National Guard, and ROTC attributes; differentiation between the Army and other services' attributes; and differentiation between the Army's position and distinctive advantages vis-a-vis civilian alternatives (i.e., college and civilian employment). This information helps the Army make decisions on relative emphasis of various communications about different attributes and offers of the Army components. See Gaertner & Elig (1988) for details on the possible utilizations of the data that guided the development of the ACOMS survey effort.

#### The ACOMS Survey Overview

The following discussion provides sufficient detail for an understanding of the ACOMS survey effort. However, readers who need detailed information on the methodology are referred to Nieva & Elig (1988) for the survey design and to Nieva, Rhoads, & Elig (1988) for the survey execution.

The ACOMS survey was designed as a continuous data collection effort to monitor the Army's advertising program over time. A national probability sample of youth and their parents was interviewed using computer-assisted telephone interviewing (CATI) technology. The Waksberg Random Digit Dialing (RDD) method was used to locate households with eligible youth.

Respondents were questioned regarding a variety of issues related to advertising and the enlistment decision process, e.g., their media habits, knowledge about various Army components and

offers, perceptions of various Army attributes, and enlistment intentions and behaviors. Survey instruments for the youth and parental respondents are divided into a number of topical modules, the majority of which are parallel in form and content for the two groups. Because of the nature of the survey objectives and pragmatic limitations on respondent burden, the instruments have complex structures involving branching, random allocation of questions to subpopulations, and randomized ordering of list presentations. To a great extent, such a degree of instrument complexity was made possible by the sophistication of Westat's CATI technology.

#### The Population Sampled for ACOMS

Telephone interviews with youth were conducted for ACOMS on a continuing basis from 13 October 1986 through December 1987. Eligibility criteria for the youth sample consists of 16- to 24-year-olds, living in the contiguous 48 states, who have no prior military service nor contractual commitment to serve, who are not institutionalized, and who are not graduates of four-year colleges. Sampling and weighting procedures make the ACOMS sample a nationally projectable sample of this population (Mohadjer & Waksberg, 1988).

There are two major categorizations made within the overall sample frame. First is a gender distinction of the Male Sample (MS) and Female Sample (FS). Because the major requirements for personnel for military service are set by Congress for males, and because the requirements for males are harder to fill than the smaller requirements for females, sampling is was designed to obtain a sufficient number of males for analysis, with females being subsampled. While the sample of females is sufficient for national analysis, it is not sufficient for very many subgroups.

The second major categorization is based on education. In fact the overall sampling requirements for military service eligibility were set to obtain a sufficient sample of higher priority males, rather than just of males in general. The priority on education and thus for sampling were set by the finding that recruits with regular traditional high school diplomas (or if without a diploma, they have obtained at least one semester of college credit through college attendance, 15 semester hours or 20 quarter hours) have much lower attrition rates than do those recruits without these credentials. The Department of Defense (DOD) study (cited in Reynolds, 1987) found that alternative credential holders had an attrition rate almost as high as (75% of rate) those with no credentials. The ACOMS Primary Sample (PS) consists of those respondents expected to be able to enlist in the military in the priority education group (Tier 1). The ACOMS Secondary Sample (SS) are respondents whose eligibility is limited by either being in DOD Tier 2 (Adult Basic Education (ABE) certificate holders or General Educational Development (GED) holders or attendees) or Tier 3 (high school non-completers without an ABE or GED who are not enrolled in regular high school or college).

Combining these two major categorizations yields four primary samples within the total ACOMS sample: (a) Primary Male Sample (PMS); (b) Secondary Male Sample (SMS); (c) Primary Female Sample (PFS); and (d) Secondary Female Sample (SFS).

Other major analytic categorizations: PMAS and YATS. These major categorizations are too all-inclusive for some purposes. In particular, the market for enlisted personnel is rarely considered to include youth with more than two years of college, or youth who have taken a college ROTC course. These youth are excluded from the Enlisted Recruiting Market, a grouping created for the tabulations in Appendix A of the Supplementary Tabulations of Enlisted Markets (Rhoads, Elig, McEntire, & Hoke, 1988). For even more refined targeting of male enlisted market groups, a subset of the males in the Enlisted Recruiting Market who are also in the Primary Sample is defined as the Primary Male Analytic Sample (PMAS), consisting of PMS members who have not yet begun their junior year in college and have never taken a college ROTC course. A parallel definition can be made of the Primary Female Analytic Sample (PFAS).

Neither these sample groups nor any other sample group reported for ACOMS parallels exactly the sample definition of the Youth Attitude Tracking Study II (YATS II), although the respondents in the ACOMS Enlisted Recruiting Market subset is close to the definition of the YATS II sample. See Research Triangle Institute (1987) for supplementary tabulations similar to the ones reported here. Note that no group reported in the YATS II supplementary tabulations parallels any group reported in the ACOMS Supplementary Tabulations. However, because the ACOMS sample is inclusive of anyone eligible for YATS II and the ACOMS data files contain a designator of YATS II eligibility, analysts can do analyses with parallel groups from both surveys.

Officer markets and college influencers for enrollment in the college Reserve Officers' Training Corps are special groupings of ACOMS respondents created for tabulation in Appendix A. The Total Market Group for the ROTC Cadet Command is the PMAS market further restricted to exclude students in two-year colleges and high school students who are either work oriented (not reporting that they plan to attend college), or who are not high school juniors or seniors. A College-influencer group is also of interest to the Cadet Command. This influencer group is composed of four-year college junior and senior males in the ACOMS sample.

Supplementation for Hispanic males. Because the Army wishes to continue fostering equal opportunity, and because the Congress has directed that certain advertising funds should be set aside for minority advertising, special care was taken in ACOMS to assure that there would be sufficient samples of Black and Hispanic males for analysis. Because the screening for the main youth sample was not expected to yield a sufficient number of male Hispanics for analytical purposes, additional Hispanic males were interviewed in areas of telephone exchanges known to have high densities of Hispanics.

The parental-linked sample. One youth was designated to have a parent also interviewed in each household with a Primary Sample youth in the age range of 16 to 20. "Parent" did not necessarily imply biological parent, but could include stepparents, foster parents, guardians, or adult relatives. The youth respondent was allowed to self-define the parent, where appropriate. For a randomly chosen half of the respondents, the eligible parent was a female; for the other half the parent was a male. Eligible parents did not have to live in the same household as the youth. Note that certain questions on social influence were asked only of parental-linked youth and that these questions cannot be generalized to all youth interviewed for ACOMS.

Eligibility requirements. While the definition of eligibility requirements is apparently straightforward, the operational definition of the sample is a bit more complex. Age is defined by the date of birth rather than self-reported year of age. Each potential respondent between 16 and 24 years of age was asked whether he/she had served in the military (Army, Navy, Air Force, Marines, the Reserve, or the National Guard), or was currently in the Delayed Entry Program. These persons were excluded. Finally, youth were asked the highest level of education they had completed and for which they received credit. Those persons indicating they had graduated from four-year college were excluded.

In addition to the age and prior service qualifications of the overall sample, eligibility for PMS/PFS requires an assessment of educational attainment. High school diploma graduates are defined as those earning a regular high school diploma, thus excluding those with GED and other certificates (classified as SMS/SFS unless they are enrolled in a two- or four-year college). Current enrollment during the school year was ascertained directly, and as above, required enrollment in a regular high school or a two- or four-year college, thus excluding enrollment in training and vocational/technical non-degree programs (considered SMS/SFS if they did not complete a regular high school diploma).

#### Sampling Procedures and Characteristics

Sample selection. The sample was selected using the Waksberg Random Digit Dial (RDD) procedure, which provides an unbiased representative sample of eligibles in telephone households. The method involves the identification of eligible respondents within households from randomly selected clusters of telephone numbers.

The household screening and sample selection process was carried out as a single, integrated operation for all population subgroups. As households were screened, those with any eligible persons were identified and a subsampling operation carried out to select the desired number of sample persons in each of the various subgroups.

This basic RDD approach was expected to yield the required sample sizes for most population groups of interest, with the exception of Hispanic male youth. In order to obtain the required sample numbers of this relatively rare group, a supplemental sample was drawn from telephone exchanges known to have high Hispanic density. The supplementation method is discussed further by Mohadjer & Waksberg (1988).

ACOMS as a complex sample. A simple random sample is a sample in which every individual in the population has an equal probability of selection, and their selection is independent of each other. ACOMS does not have a simple random sample. Several features of the ACOMS sample design classify it as a complex sample. One important feature of the ACOMS sample design is that females were sampled at a much lower rate than males; also Hispanic males were sampled at a much higher rate than the rest of the population. That is, females had a smaller chance of selection than males, and Hispanic males had a higher chance of selection than other males. Therefore, different weights are needed to adjust for the different rates at which sub-groups have been sampled. The sample weights are used with ACOMS data to provide estimates of statistics (means, proportions, etc.) that would have been obtained if the entire population had been surveyed. The weights also include adjustments for various other factors in the ACOMS sample design, e.g., multiple telephone numbers in a household, non-response and clustering effects. Details of the ACOMS weights are provided by Mohadjer & Waksberg (1988).

#### ACOMS Questionnaires

Three survey instruments were used for ACOMS: the household screener, the youth questionnaire, and the parent questionnaire. The screener and youth instruments are presented in Appendix B. Parental data is not covered in this report, see Nieva & Elig (1988) for the parental instruments.

The household screener. The household screener is a brief (three-minute) instrument, and the screening interview was conducted with any knowledgeable household member in order to locate youth who were eligible for the full ACOMS interview. Since telephone numbers were contacted at random, the screener interview was used to identify and eliminate non-household telephone numbers (e.g., business and institutional telephone numbers) as well as households that did not have youth that fulfilled ACOMS age, education, and prior-service requirements.

The youth and parental questionnaires: the underlying conceptual model. The youth and parental interviews were designed with parallel modules that provide various measures of a modified Hierarchy of Effects model (Fishbein & Azjen, 1975) of Army advertising effectiveness. In brief, the model suggests that advertising affects multiple criteria of advertising effectiveness (i.e., recall

of Army advertisements, positive perceptions about the Army, positive attitudes towards Army enlistment, intentions to enlist, and actual enlistment-related behaviors) in a stepwise process. That is, advertising affects recall, which in turn affects attitudes toward the Army, which then influences actual behaviors related to enlistment.

The model also posits the importance of social influence, especially parental influence, on the youth's attraction to the Army. Parental attitudes towards the Army are affected by advertising in a stepwise process that parallels that found in youth. Eventually these attitudes are manifested in actual attempts to influence their sons and daughters to join the Army. Further discussion of the model is found in The ACOMS Survey Design (Nieva & Elig, 1988) and The ACOMS Survey Analysis Plan (Gaertner & Elig, 1988).

The youth questionnaire modules. The youth interview provides the major measures of the dynamics and effects of Army advertising available in ACOMS. In accordance with the Hierarchy of Effects model, the youth interview is divided into 14 modules. In order to achieve a 30-minute average interview, a complex questionnaire structure was developed: eight questionnaire modules are "core" (i.e., asked of all respondents), and six are "rotating" (i.e., asked of a subset of respondents). Further, as described further below, the Perceptions module is divided into sections that are allocated to subsamples in conformance with the target markets of the various Army components.

The core modules are:

- (1) Education and Employment which elicits employment history and measures of course content and school performance useful for assessing quality.
- (2) Intentions and Propensity which asks for the respondent's plans for the next few years, constructed to parallel and supplement measures of Army propensity in YATS.
- (3) Behaviors which elicits information on the respondent's activities relative to enlistment, employment and/or college enrollment.
- (4) Importance of Attributes which assesses the importance to the respondent of attributes defined by the Army's communications objectives. These items correspond to the evaluation component of the Hierarchy of Effects model.
- (5) Knowledge-Recall which asks for unaided and aided recall of Army (by component) and other service advertising, presented in random order. The



respondent was also asked where the advertising was seen or heard, what its main message was, and whether he/she believed and/or liked it.

- (6) Attitude Toward Army Advertising which ascertains how much the youth likes and believes the advertisements he/she has seen or heard.
- (7) Perceptions/Beliefs which asks whether the Army (by component), other services, military service in general and/or college and civilian employment offer the attributes defined by the Army's communications objectives presented in random order. These items correspond to beliefs in the Hierarchy of Effects model.
- (8) Demographics which elicits information on respondent's ethnicity, marital status, social security number, socioeconomic background, and current residence location.

It should be noted that although the Perceptions/Beliefs module is "core" (i.e., all youth respondents received questions from this module) and is central to ACOMS' concerns, not all questions in the module are asked of all respondents. The Perceptions/Beliefs module contains questions regarding a list of attributes which correspond to the main copy points or communications objectives of Army advertising. Respondents were asked whether these attributes are descriptive of 10 referents (Army, Army ROTC, ARNG, USAR, Navy, Marines, Air Force, Military Service generally, College, and Work) that may be perceived by the youth as future options. Since asking any single individual to respond to the attribute list for all 10 referents would have been an intolerable burden, sections of the Perceptions/Beliefs module were asked of different groups of respondents, defined in terms of educational attainment and career plans. The allocation plan reflects the market priorities of each of the Army components and was devised in collaboration with the Army's Special Advisory Group.

The noncore modules are:

- (1) Media Habits which elicits information on the amounts of television, radio, and print material the respondent is regularly exposed to, and his/her favorite programs and print vehicles (asked only of a randomly selected half of all youth respondents).
- (2) Knowledge-Slogan Recognition which asks whether the respondent can identify slogans utilized in Army, other services, and joint-service advertising presented in random order (asked only of a randomly selected half of all youth respondents).

- (3) Knowledge-Awareness which asks for the respondent's level of knowledge concerning Army offers (asked only of a randomly selected half of all youth respondents).
- (4) Parental Location Information which elicits information required to contact parents (asked only of parental-linked target youth).
- (5) Social Influences which asks for the respondent's assessments of the attitudes of friends, parents, and others toward enlistment (asked only of parental-linked target youths).
- (6) Tracking Information which elicits information required to trace youth selected for possible inclusion in a longitudinal sample. Information requested includes anticipated changes in telephone number, names and phone numbers of employer and two others likely to know respondent's whereabouts (asked only of longitudinal sample).

Thus, the noncore modules were asked of particular groups of respondents. Tracking and Social Influence were only asked of target youths in the parental-linked sample, because these respondents allow the fullest test of the social/normative aspects of the conceptual model. In addition, Slogan Recognition, Knowledge-Awareness, and Media Habits modules were asked of only a randomly selected half of all youth respondents, resulting in substantial saving of time.

The parental questionnaire. The parental interview, which was conducted with a predesignated parent of target youths 16 to 20 years of age, was constructed in parallel with the youth interview. It contains eight modules in the following order:

- (1) Parental Influence which probes whether the parent has discussed military service with the target youth, parental expectations for the youth, and beliefs that military service is a good or bad idea for most young men and women.
- (2) Importance of Attributes repeats the items in the youth version which assess the importance of attributes, this time asking the parent about the importance of these attributes for the target youth.
- (3) Media Habits items are identical to those asked of the youth and focus on the amounts of television, radio and print material the parent is regularly exposed to, and his/her favorite programs and print vehicles.

- (4) Knowledge-Recall questions are also identical to those in the youth questionnaire and ask for unaided and aided recall of Army and other service advertising with questions in random order.
- (5) Attitudes Toward Army Advertising items address how much the parent likes and believes the advertisements he/she has heard or seen using the same items as those in the youth interview.
- (6) Perceptions are probed with the identical questions asked of the target youth regarding the extent to which the Army (by component), other services, military service in general, college and civilian employment offer the attributes defined by the Army's communications objectives.
- (7) Knowledge-Awareness items assess the parent's knowledge, as in the youth interview, of Army benefits and programs.
- (8) Demographics items elicit information on the parent's ethnicity, marital status, socioeconomic background, and military experience.

In essence, the parental interview adds one module to the youth questionnaire (Parental Influence), and drops Education and Employment, Intentions/Propensity, Behaviors, Social Influences, Slogan Recognition, and the Parental Location and Tracking modules from the youth interview.

Structural features of ACOMS questionnaire. It has been noted previously that some questionnaire modules and sections within the Perceptions module were asked only of particular groups of respondents. This feature of the ACOMS questionnaires, adapted largely to maintain an acceptable total questionnaire length, resulted in differences in the number of respondents to various parts of the questionnaire.

In addition to the rotating modules and planned subsample allocation to the Perception sections, the ACOMS questionnaires are characterized by extensive branching and skip patterns. Skip patterns or question branching are built-in questionnaire instructions that steer respondents to other questions based on their responses. Thus, they skip respondents past questions which, for them, are irrelevant. Skip patterns allow all interviews to be tailored to individual respondents. Figure 1 is an example of a series of questions without skip patterns. Figure 2 is an example of a series of questions with one skip pattern which prevents respondents not intending to attend college from receiving college-oriented questions.

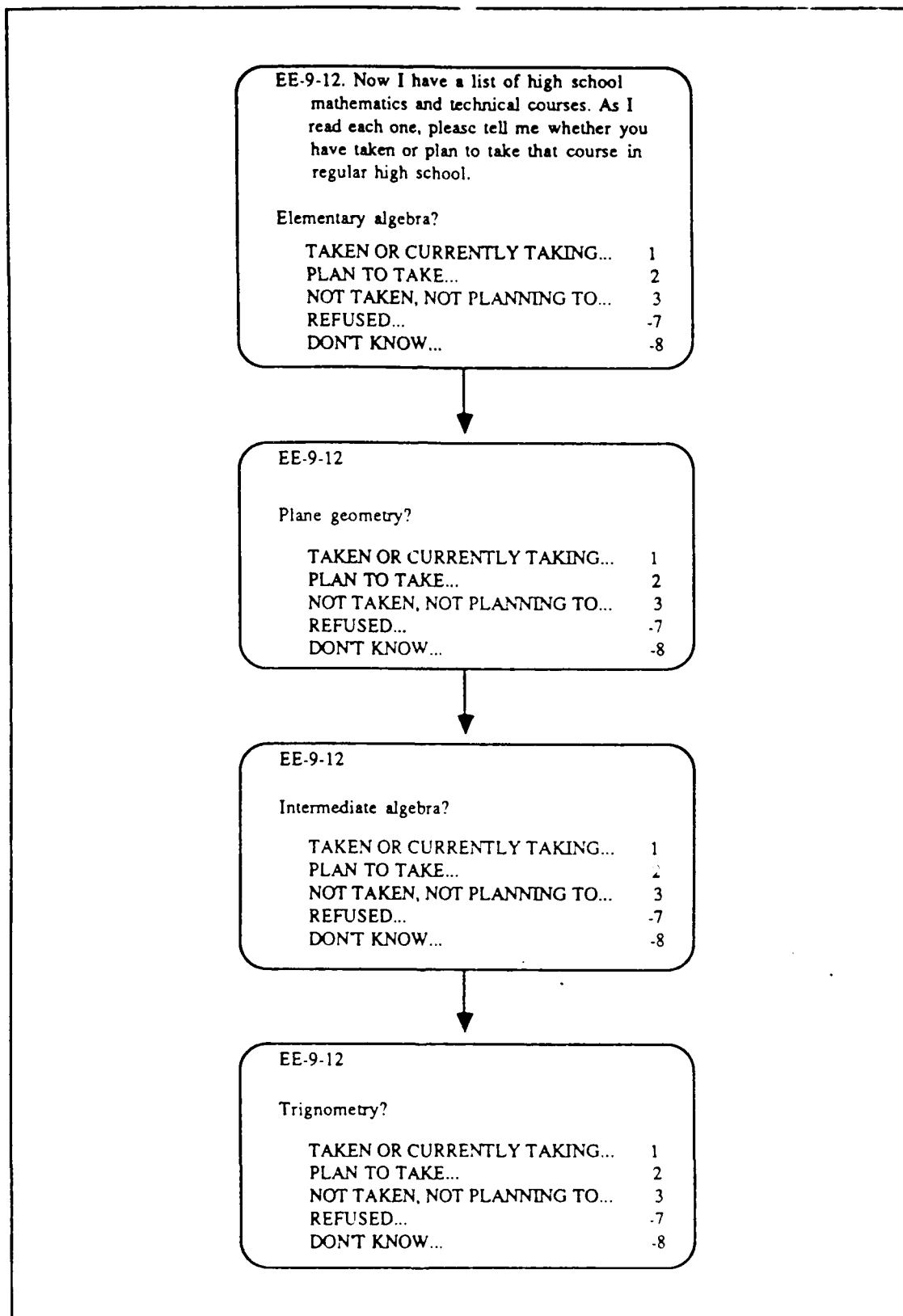


Figure 1. Example of questionnaire section without skip patterns.

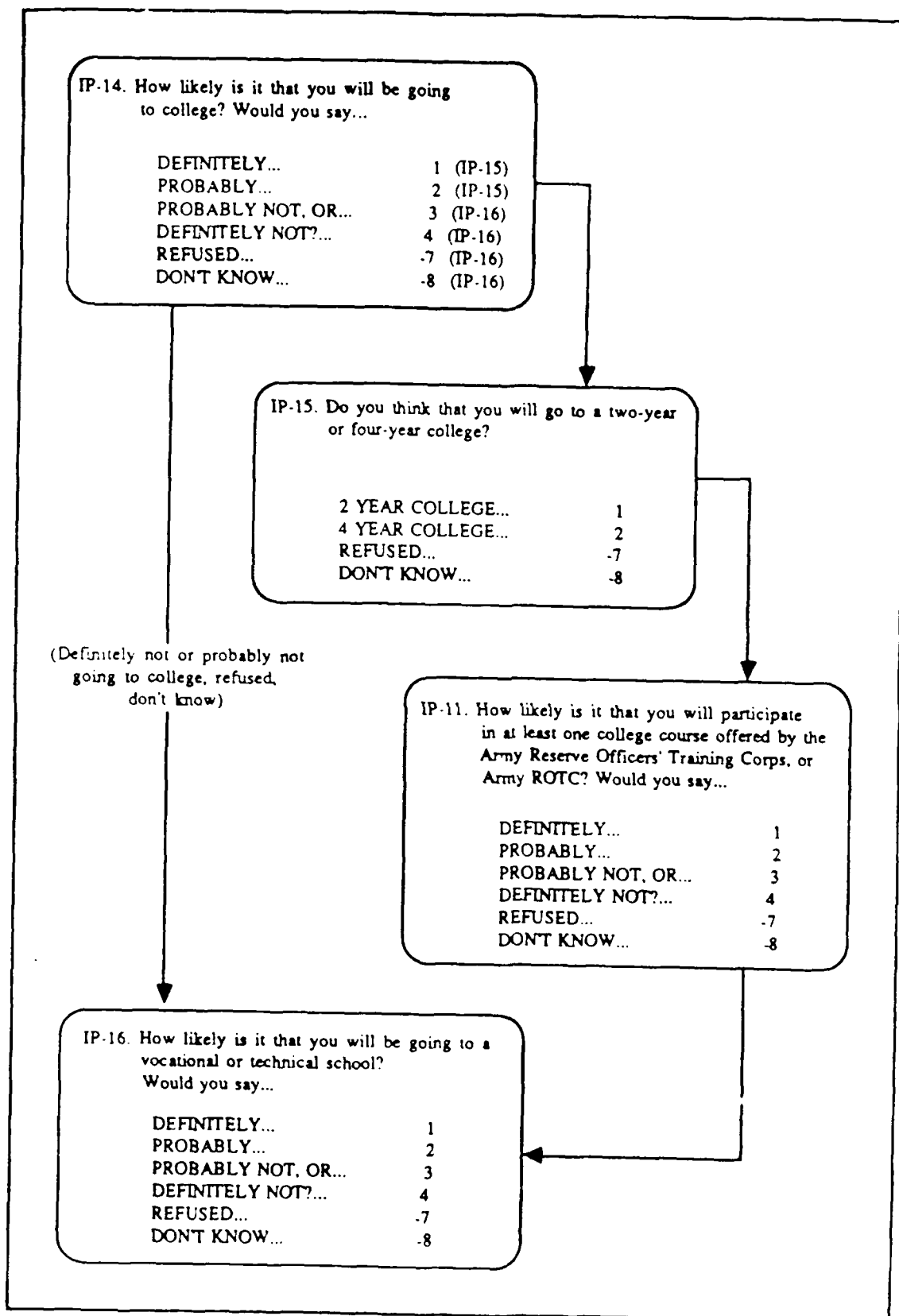


Figure 2. Example of questionnaire with skip pattern.

The combined effects of the rotating modules and embedded skip patterns make it essential for readers of ACOMS tabulations to become highly familiar with the questionnaire structure. To assist readers, documentation provided in the annotated questionnaire (Appendix B) describes the subpopulation which received each question.

### 3. DATA TABULATION CONTENTS AND CONVENTIONS

This chapter provides information for use by readers when interpreting the tabulations in Appendix A.

These tabulations are based on interviews conducted with subsamples of 2,152 respondents from the total of 6,774 16- to 24-year olds who were interviewed between 13 October 1986 and 30 June 1987. The 30-minute interviews were conducted by phone. Interviewers were assisted by computers that selected the order of questions and recorded the responses, i.e., Computer Assisted Telephone Interviewing (CATI). Samples were drawn monthly by random-digit-dialing procedures. Household screenings to identify eligible respondents were completed in 83.4% of sampled households. Interviews were then completed with 76.3% of eligible youth identified in the completed screenings. The combined response rate was 63.6%.

Respondents were selected and the samples were weighted to the eligible U.S. population defined as 16- to 24-year-old youths who live in the contiguous 48 states; who had no prior military service nor contractual commitment to serve; who were not institutionalized; and who were not graduates of 4-year colleges. The U.S. population eligible to be in the Total ACOMS Sample is estimated to be 30,954,838, based on data from the Census Bureau's Current Population Survey of March 1986 (Bureau of the Census [producer and distributor], 1986). The 2,152 respondents reported in this volume represent 5,383,115 youth based on the same Census Bureau data.

#### Groups and Subgroups Used for Tabulations

Demographic information collected from the Total ACOMS Sample was used to group respondents for further analysis. Tabulations are presented in Appendix A for three major groups: (a) College Influencers (college juniors and seniors); (b) College Market (freshmen and sophomores in four-year colleges); and (c) High School Market (juniors and seniors in regular high schools who report that they are definitely or probably going to go to college). These groups are defined briefly on each page of Appendix A, and details of why these segmentations are important are discussed in Chapter 2.

All three groups are reported at the national level. As well, the total national market (college market plus high school market) and the total four-year college sample are reported at the national level. Table 1 presents counts of respondents within categories, both weighted and unweighted.

Within the Officer Markets, two different breakdowns of information are presented: ROTC Course Propensity, and ROTC Region by educational group.

Table 1

## Sample Groups Within the ACOMS Total Youth Sample

Population	Count	Weighted Count	Weighted Percentage
NATIONAL SAMPLES:			
Total National Samples	2,152	5,383,115	100.0
Total College	913	2,859,968	53.1
College Influencers	449	1,540,701	28.6
College Market	464	1,319,267	24.5
High School Market	1,239	2,523,147	46.9
OFFICER MARKETS (HSM + CM):			
Total Officer Market	1,703	3,842,414	100.0
ROTC Course Propensity			
Definitely	84	200,151	
Probably	354	732,708	
Probably not	881	1,993,315	
Definitely not	339	820,919	
Total Propensity Answers	1,658	3,747,094	
ROTC Region I			
Total	485	1,147,633	29.9
High School Market	353	747,757	19.5
College Market	132	399,875	10.4
ROTC Region II			
Total	493	965,579	25.1
High School Market	341	578,086	15.0
College Market	152	387,493	10.1
ROTC Region III			
Total	378	953,243	24.8
High School Market	281	653,129	17.0
College Market	97	300,114	7.8
ROTC Region IV			
Total	347	775,960	20.2
High School Market	264	544,175	14.2
College Market	83	231,785	6.0



Youths who said that they are DEFINITELY or PROBABLY going to college were asked "How likely is it that you will participate in at least one college course offered by the Army Reserve Officers' Training Corps, or Army ROTC?" (Question IP11). The definite answers to this question are tabulated under ROTC Course Propensity. Youth who answered don't know or refused and youth who didn't know if they were going to college were not tabulated in these columns.

The other breakdown of Officer Markets is by ROTC Region and market within ROTC Region. The ROTC Regions are shown in Appendix D.

These groups differ from the ROTC Male Sample reported in Table 6 of the ACOMS quarterly reports (Keil, Gaertner, Nieva, & Gay, 1987; Keil, Gay, Nieva, & Gaertner, 1987). A total of 314 youth in junior college or newly graduated from junior college have been deleted. These tabulations also exclude 12 youth newly graduated from high school who are planning to attend a two-year college in the future. In addition, 335 youth in eighth, ninth, or tenth grade have been deleted. Thus a total of 661 males has been deleted from the three quarter count of 2813, to produce a National Sample of 2152 males.

#### Tabulation Format

The tabulations provide information about the distribution of responses for the combined three quarters (October - June) of data collected for the ACOMS questions (Appendix B) during School Year 86/87. Tabulations are made of percentages based on the sample data weighted to yield population counts. The bottom row of the tabulations lists the actual number of respondents on which the weighted estimates in the columns are based. These numbers can be used to judge the relative reliability of the estimates. The larger the number of respondents, the more reliable, in general, are estimates based on the responses.

As is the case with the Supplementary Tabulations of YATS II results (Research Triangle Institute, 1987), it is not appropriate to use these data to make comparison statements about significant differences. Because of considerable variation in survey design effects on the estimates, generalized standard errors cannot be provided. Some estimates may be very precise with errors of plus or minus 1% while other estimates on the same page of tabulations may be plus or minus 20%. Number of respondents is only one contributing factor to the size of the error estimate.

Data from the tables should be used for determining how respondents reacted to questions and for framing questions about issues that may be of further analytical interest.

### Reading the Tabulations

The percentages in the tabulations are column percentages, not row percentages. For example, in the table for YEDPLAN on page A-23, responses are presented for question EE3 "What is the highest grade you plan to complete?" In the total College sample, 0.2% said two years of college, 44.7% said four years of college, and 2.5% said they didn't know. It is possible to compare the subgroups. For example, 51.9% of the Officer Market in the 2nd ROTC Region plan to complete four years of college, and 49.2% of the Officer Market in the 3rd ROTC Region have such plans. However, one cannot read in the tabulations what percentage of the youth who plan to complete four years of college are in each ROTC Region. However, as explained below, the row percentages can be estimated if the reader does not have access to the data files for easy calculation.

### Estimating Populations from the Tabulations

Table 1 lists the weighted counts represented by the respondents in each column of the tabulations. These weighted counts are estimates of the U.S. population in the subgroups presented in the columns. Continuing with our example of YEDPLAN, we can estimate that there are 501,136 youth in the Officer Market in the 2nd ROTC Region who plan to complete four years of college. This estimate is made by multiplying the percentage from the tabulation of YEDPLAN (51.9% for Officer Market youth in the 2nd ROTC Region) by the population estimate in Table 1 (965,579 for Officer Market youth in the 2nd ROTC Region). Similarly an estimate can be made of 468,995 for Officer Market youth in the 3rd ROTC Region who plan to complete four years of college, and an estimate can be made of 1,994,213 for the total Officer Market.

These estimates can be made for each region and the percentages estimated for the composition of the total Officer Market who plan to go to four-year colleges by ROTC Region. Based on estimates of 965,579 for the 2nd ROTC Region Officer Market and 1,994,213 for the total Officer Market, respectively, the percentage of youth planning to go to four-year colleges who are in the 2nd ROTC Region is 48.4% ( $100 \times 965,579 / 1,994,213$ ).

Note that items in the Social Influences (SI) and Parental Location (PL) modules were only asked of younger (16- to 20-year-old) respondents. For these items, population estimates from Table 2 should be used. These are the only items for which the populations in Table 1 are not estimated in the tabulations. Other items asked of only some of the respondents were asked of a random sample of respondents. Therefore, the estimates are made for the entire population, but based on fewer respondents. Some items were only asked in certain quarters of the year. These items were still weighted up to the populations so that Table 1 is the appropriate table to use for population estimates. The only other set of items in the questionnaire that were not asked of all respondents is the

Table 2

## Sample Groups Within the Parental-Linked Sample

Population	Count	Weighted Count	Weighted Percentage
YOUNG NATIONAL SAMPLES			
Total Young National Sample	1,526	4,026,461	100.0
Total College	457	1,529,579	38.0
College Influencers	113	382,871	9.5
College Market	344	1,146,708	28.5
High School Market	1,069	2,496,882	62.0
YOUNG OFFICER MARKETS (High School Market + College Market)			
Young Officer Market	1,413	3,643,590	100.0
Reserve Officers' Training Corps (ROTC) Course Propensity			
Definitely	74	190,876	
Probably	297	712,808	
Probably not	722	1,896,724	
Definitely not	283	757,980	
Total Propensity Answers	1,376	3,558,388	
ROTC Region I			
Total	393	1,035,110	28.4
High School Market	297	709,224	19.5
College Market	96	325,886	8.9
ROTC Region II			
Total	409	908,487	24.9
High School Market	296	580,799	15.9
College Market	113	327,688	9.0
ROTC Region III			
Total	310	927,444	25.4
High School Market	240	652,605	17.9
College Market	70	274,839	7.5
ROTC Region IV			
Total	301	772,549	21.2
High School Market	236	554,254	15.2
College Market	65	218,295	6.0

set of items that involve skip patterns. Because all respondents are included in the tabulations whether they were asked the question or not, the percentages are still based on the populations estimated.

Table 2 presents population estimates for respondents asked about social and parental influence. These items and the linked parental interviews were asked of only part of the population of youth. Compared to other tabulations in this report, responses to these items cannot be generalized to 21- to 24-year-old youth.

In summary, the tabulations can be read for percentages of the subgroups who responded in particular ways. These percentages can be used with the population estimates in Table 1 (or in Table 2 for items from the SI and PL modules) to estimate population sizes and to estimate the relative sizes of the subgroups as parts of the population who answered the questions in certain ways (row percentages).

#### Conventions Adopted for the Tabulations

Each tabulation page in Appendix A contains the responses for one variable in the ACOMS main interview data files (Westat, 1987a, 1987b, 1987c). These variables are either survey items or variables derived from the survey items. The derived variables used for grouping subjects into analytical categories are presented first, before the survey items. Most variables are in the order of the survey items in the final quarter of the school year (see Appendix B), but items which were added after the first quarter of data collection are at the end of the tabulations, rather than in the order of the questionnaire.

Table 3 lists the variable order numbers for all survey items by the questionnaire module. These variable numbers indicate the relative order of variables in the data files and thus in the tabulations. Note that all variables in the data file are not of analytical interest when tabulated separately, so not all variables appear in the tabulations.

At the top of each tabulation page is information that identifies the variable tabulated: (a) the variable name (e.g., YEDPLAN), (b) screen number (e.g., EE3), (c) a short description of the question (e.g., HIGHEST GRADE PLAN TO COMPLETE), and (d) the data file order number (e.g., 125). The screen number contains a two-letter code that indicates the questionnaire module (such as EE for education and employment). Table 3 lists the module codes, module names, and order numbers of the variables in each module. The order numbers, variable names, and screen numbers can all be used to cross-reference the tabulations (Appendix A) to the annotated questionnaire (Appendix B).

Two indexes are provided to help locate items in Appendix A. Index A is an alphabetical listing by variable name. Index B is in the order of presentation in Appendix A.

Table 3

## ACOMS Questionnaire Modules and Variable Order Numbers

Module Code, Name		Order Number
EE	Education and Employment	115-140, 582-584 695, 711-724
IP	Intentions and Propensity	141-175
BE	Behaviors	176-240, 725-727
SI	Social Influences	241-270
IA	Importance of Attributes	272-289, 696-697
MH	Media Habits	290-349
KR	Knowledge-Recall of Advertisements	351-395
AT	Attitude toward Army Advertising	399, 400
KS	Slogan Recognition	402-409
PE	Perceptions	420-553, 703, 704
KA	Knowledge-Awareness of Army Offers	554-569
DE	Demographics	19, 570, 574-581 705, 706
PL	Parental Location	589

Note: Order numbers listed are ranges. A number of variables were not tabulated for this volume.

Selection of items for tabulation. All questionnaire items that appeared on the instrument for analytic reasons and that could be sensibly generalized to the population in question are included in the data tables. Items were excluded: (a) if they appeared for operational/screening reasons; (b) if they were asked only during particular seasons (such as some of the education items); or (c) some items that duplicated the crossing variables.

Items that were dropped from the instrument after only one quarter of data collection have been excluded. These items were dropped either because they were of less interest to the ACOMS audience or because more refined questions were introduced to get the same information. Items added to the instrument in later quarters have been included, even though data are not available for the full year. Note that such items have been weighted to the entire population.

Collapsing categories. For the most part, each row in a data table represents a single distinct response. However, continuous variables with a large number of categories have been collapsed for the tabulations. The questions that require such treatment, and the schemes that have been used, are listed in Table 4. Note that only the first mentioned magazine in question MH32 has been tabulated.

Derived variables. Certain tabulations are made of variables that cannot be found in the annotated questionnaire. The variable ECALCAGE (order number 14) represents the best available information from the screener and extended interview about the youth's date of birth or age in years. The variable ELIGTYPM (order number 10) provides a way to separate youth into Primary and Secondary sample groups based on education status. See discussions of the Primary Sample in Chapter 2. The variable YATSFLG (order number 12), was designed to allow a comparison between ACOMS data and data from the YATS II survey. Both ELIGTYPM and YATSFLG are derived from education information collected in the EE section of the youth main interview, age, and sex.

Several new variables have been derived from questionnaire variables for use in the ACOMS quarterly reports and are included on the quarterly ACOMS datasets. A description of the variables follows. More detailed explanations of the derivations can be found in the quarterly reports. (Keil, Gaertner, Nieva, & Gay, 1988; Keil, Gay, Nieva, & Gaertner, 1988).

The first set of derived variables combines the unaided recall of advertising with the aided recall of advertising from the KR section of the questionnaire. The variable names are YXAD12AR, YXAD12RO, YXAD12NG, YXAD12RV, YXAD12AF, YXAD12NA, YXAD12MC, YXAD12CG, YXAD12AL. The derived variables have order numbers 659 through 667. The source variables have order numbers in the range 351 through 385. These variables mirror the calculations used for quarterly report Table 9.

Table 4

Variables Collapsed for ACOMS Tab Volumes

---

Question Number, Variable Number, Variable Name

---

EE19, #135, YEMPHOUR

0, 1-9, 10-19, 20-29, 30-34, 35-39, 40-44, 45+

Breaking at 35 allows users to make the full-time/part-time distinction. Breaking at 45 allows comparisons with YATS.

KA5, #563, YKAYEARS

Collapse all responses 5 and above into single category.

MH2a, #291, YTVHRREG

MH2b, #292, YTVHRCAB

MH15, #313, YVCRHOUR

MH17a, #315, YRADHRAM

MH29, #333, YPAPHOUR

MH33, #349, YMAGHOUR

0, 1-2, 3-5, 6-10, 11-15, 16-20, more than 20

MH17b, #316, YRADHRFM

0, 1-2, 3-5, 6-10, 11-15, 16-20, 21-40, more than 40

MH32, #343, YMAG1

Audio:	Stereo Review, High Fidelity
Automotive:	Car and Driver, Hot Rod, Car Craft, Motor Trend, Road and Track, Cycle
General Editorial:	Games, Life, Newsweek, People, Readers Digest, Rolling Stone, Time, TV Guide
Influencer:	U.S. News and World Report, Money, National Geographic
Outdoor:	Field and Stream, Outdoor Live, Sports Afield
Science:	Omni, Popular Mechanics, Popular Science
Sports:	Inside Sports, Sport, Sporting News, Sports, Sports Fitness, Sports Illustrated
Minority:	Ebony, Jet, Modern Black Man
Other:	All other magazines

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The second set of derived variables recodes the questions about knowledge of Army attributes into codes of KNOWS ANSWER and INCORRECT ANSWER. These variables mirror the calculations used for quarterly report Table 10. The new variables are YXKAEARN, YXKAEDBN, YXKASAME, YXKAGIAR, YXKAGIAF, YXKAGINA, YXKAGIMA, YXKAYRS, YXKADEP, YXKARGJN, YXKARGHS, YXKAWARD, YXKARGCL, YXKARGGI. The derived variables have order numbers 668 through 681. The source variables have order numbers 554 through 569.

The third set of derived variables is the Propensity to Enlist variables. They mirror the calculations used for quarterly report table one. The new variables are YXPRUNAC, YXPRAIAC, YXPRUNRV, YXPRAIRV, YXPRUNNG, YXPRAING, YXPRAIRO, YXPRUNGI, YXPRAIGI. The new variables are order numbers 682 through 690. They are derived from variables in the Intentions and Propensity section of the, questionnaire, order numbers 144, 147, 148, 162, 163, 164, 165.

Missing data summaries. At the bottom of each tabulation page is a box labeled MISSING DATA SUMMARY. In this box are unweighted counts of respondents who were not administered the question for reasons other than a skip pattern within a module. These counts are for the total ACOMS sample. For every table, there are three categories of missing data: (a) Randomization/rotation, (b) Instrument change, and (c) Other. Tables for variables from the PI and SL modules have a fourth missing data category for respondents not in the sample.

A number of tables have data missing because the questionnaire was designed to reduce respondent burden and only a fraction of the youth were asked questions from a particular module. Such counts appear in the Randomization/rotation line. Chapter 2, An Overview of ACOMS, describes the modules within the questionnaire. Data tables which present information from the Media Habits, Knowledge-Awareness of Army Officers, or Knowledge of Slogans modules show approximately one-half of the respondents as missing data in the Randomization/rotation line. Tables presenting data from various Perceptions modules also have fairly large counts of respondents with missing data because of the experimental design.

A few tables have missing data because the questionnaire was changed from one quarter to the next. Such counts are reported in the line labeled Instrument change. For example, in the Demographics module, the question "Do you live in the same household as one or both of your parents?" was changed to two questions in the second version of the questionnaire: "Do you live in the same household as your father or your step-father?" and "Do you live in the same household as your mother or your step-mother?" Thus, the tables for DE14 (Variable #705, YDSAMEPA) and DE14A (Variable #706, YDSAMEMA) show missing data counts of 2084 on the line labeled Instrument change.



The Other missing data line gives counts for a few individuals who were supposed to receive the question, but for some reason did not. It was decided to leave such counts out of the column percentages. (On the ACOMS data files, the special code .N is used to indicate such situations.)

Tables from the Social Influences and Parental Location modules only present data for Target youth, males and females, ages 16-20, who were part of the Primary Sample. Each of these tables lists 626 respondents as not in the sample because they were not drawn from the population for these items.

Weighting issues. Each quarter, weights were assigned to respondents to provide unbiased estimates of national counts. The national counts were taken from the Census Bureau's Current Population Survey of 1986. In each of three quarters of data collection the ACOMS respondents were assigned weights to sum to the CPS counts.

The weights used for the data tables in this volume were derived from weights on the quarterly ACOMS datasets. As each of the three quarters was originally weighted up to reflect the total population, the weights from the quarterly dataset were divided by three.

There were special weights used for the following questions: "Have you heard of the United States Army National Guard?", "Have you heard of the United States Army Reserve?", and "Have you heard of the Army Reserve Officers' Training Corps on a college campus?". These questions were asked only of a randomly-selected subsample of youth in the first version of the questionnaire. In later versions, all youth received these questions. Thus, in combining three quarters of data, the appropriate PE component weight was used for respondents who had been administered the first version of the questionnaire, while the core weight was used for later respondents.

#### Skip Patterns and Imputed Responses

There are several reasons why a question might be skipped for some respondents. The answer to a preceding question may indicate the question is irrelevant to a particular respondent, or answers to preceding questions may provide the information requested in later questions. An example of skipping because of irrelevance is that the question "Are you planning to attend a two- or four-year college?" is not asked of youth who have said they probably will not attend college. An example of skipping because previous answers provided the information is that if the youth said he had never submitted a college application, he would not be asked the question "In the past six months have you submitted a college application?" Such skip patterns allow the interviewer to collect more information in the time allotted and to avoid offending the respondent by asking what the respondent considers to be a question already answered.

For tabulations included in this report, every respondent who was skipped out of a question was assigned a response of NOT APPLICABLE (SKIPPED OUT). Thus the percentages reported in every table estimate the entire population named in the column heading. No attempt was made to impute a meaning for the inapplicables.

Readers who want to know what the NOT APPLICABLE (SKIPPED OUT) means for a particular variable will need to trace the possible reasons for skipping an item. Please see the annotated questionnaire in Appendix B for the information on skip patterns in the interview. Annotations for the questionnaire in Appendix B indicate the sub-population for which the questions were applicable. For example, perceptions of the Army National Guard are only asked of respondents who have heard of it, so the NOT APPLICABLE (SKIPPED OUT) respondents are those respondents who have not heard of the Army National Guard.

The meaning of the NOT APPLICABLE (SKIPPED OUT), that is, of how respondents would have answered if they had been asked the question, is not always clear. Readers will have to decide if the respondents who were skipped out of the perceptions of the National Guard are closer in meaning to "refused" or "don't know" or "neither agree nor disagree".

The meaning of NOT APPLICABLE (SKIPPED OUT) for some items can be known exactly from the data files but not from the tabulations. For example, a series of items might determine if the respondent was ever in the military; and if so, if it was the Army; and if so, if it was the Army National Guard. When the item on Army National Guard is tabulated in this report, all possible reasons for skipping the item are collapsed into the one response NOT APPLICABLE (SKIPPED OUT). If the different possible reasons for being skipped on an item are of importance to the reader, the data files would have to be used to reconstruct the reasons for being skipped. Tabulations in Appendix A only estimate what percentage of the population would have been skipped out of the question if they had been given the survey.

#### Effect of Questionnaire Changes on Interpretations of the Tabulations

##### Quarterly Questionnaire Changes

The ACOMS questionnaire was allowed to change on a quarterly basis. It was necessary that the contemporary and trend data from ACOMS be relevant to evolving Army advertising objectives and practices, yet maintain continuity of purpose and measurement. In addition, with experience with the questionnaire, better ways of asking items were discovered. However, to maintain continuity, most questions in ACOMS remained fixed and provided benchmark measures of change and impact.

With only a few exceptions, changes made in the ACOMS instrument during the first three quarters were all made to improve the instrument based on experience, rather than to reflect changes in the Army's advertising objectives or practices.

Substantive changes were made in certain attributes for which youth were asked to rate their importance to the youth and to rate their perceptions that the attribute was offered by the Army Reserve and Army National Guard. One attribute was dropped (serving your own community) and one was added (working part-time).

Appendix C contains Instrument Change Forms for the second and third quarters of the survey. These tables indicate how the youth instrument changed through the three quarters to the form printed in Appendix B for the Spring (third) quarter. The instruments for the Fall and Winter Quarters are available in the Users' Manuals (Westat Inc., 1987a, 1987b).

#### Impact of Changes

Some changes were so minor that the data were easily combined across quarters for the tabulations. For other items, the changes were significant and the treatment of the item problematical. The following description of how changes were handled is organized by the type of change.

Additions (change code A) and deletions (change code D). The major impact of this type of change is that estimates for these items are less precise because of being based on fewer respondents. These items may also be less accurate in reflecting respondents' views across the year if there were seasonal or incidental changes across the sampling period.

Note that regardless of where items were added to the questionnaire during the second or third quarter, they are presented at the end of the tabulations. Questions that were deleted before the Spring quarter have not been tabulated.

Location (change code L) and predecessor (change code P). A question may be interpreted differently by a respondent depending on the flow of questions leading to the item. Predecessor questions are known to influence at least some types of questions, particularly attitudinal questions where the previous questions set a context. Items are listed in the Change Tables in Appendix C with codes "L" and "P" as a warning.

For example, three items asking respondents if they had ever heard of (respectively) the Army Reserve, the Army National Guard, and the Army Reserve Officers' Training Corps (PE1A, PE4A, PE15A) were moved because it was possible that respondents would answer "no" to such a question to avoid answering a long list of questions about the component.

Also in the Perceptions module, the sequence of attribute questions was changed from Fall to Winter quarter. In the Fall quarter most respondents were first asked about their perceptions of the active Army, and then asked about their perceptions of some other Army component or some other service, college, or a civilian job. In later quarters, the respondent was asked about an attribute of the active Army and immediately about the same attribute of some other component or service.

To address the issue of whether changes in the administration of perceptions and importance questions resulted in systematic changes in responses, a special study was undertaken by Westat (Wilson, 1988). This study addressed the advisability of combining Fall and Winter quarter data files for analysis and scaling purposes. It concluded that, for present analysis, these files can be meaningfully combined and analyzed as a single data set (some caveats are made regarding combined importance data). For Army perceptions, inspection of frequencies, means, correlations, and factor analyses across quarters all lead to the same conclusion--no significant overall change in the structure of perceptions occurred between Fall and Winter quarters. The analysis of items in the Importance module produced more ambiguous findings.

Wording (change code W). Like location and predecessor changes, wording changes can be expected to affect responses. When a change was substantial, new variables were added to the data set. Old variables continued in use, however, if changes in wording were not extreme. The analyst should read the change forms in Appendix C carefully and make his or her own decision about willingness to accept a collapse of information over three quarters of data. The quarterly ACOMS data sets contain a variable, MVERSION, which allows the analyst to differentiate data between versions of a question. In general, wording changes have not been found to have a significant effect on responses.

Response codes (change code R). Response code changes were of two types: modification in wording, and addition and deletion of categories. For the first type of change, involving a modification in wording, data were combined across quarters. In one example, question EE9\_12, math courses taken or currently taking, interviewers were instructed to make the response code change from the beginning, even though the CATI screen continued to list a slightly different first response. For another example, the response code wording in the Perceptions section was changed from Fall to Winter quarter.

For the second type of change, where codes were added and deleted, categories were combined. For example, after the first three months of data collection, codes for Brother and Sister were added to DE17 (Variable #579, YDOWNREL) to replace the previous single code for Sibling. Since the brother/sister distinction cannot

be made for data collected during the first quarter, all three categories have been collapsed into the single category Sibling for the tabulation volumes.

Sub-population (change code S). Changes in sub-populations are changes in which respondents are skipped out of an item. Special coding has been applied to allow combination of data across three quarters for some of these changes.

During the second quarter of data collection, question DE36 (participation in ROTC, Variable #582) was skipped for those respondents who had never heard of ROTC. For the tabulation volumes, these respondents are treated as if they had answered "no," they had never participated in ROTC, so that these data are consistent with that collected in prior and subsequent quarters, when the question was asked of everyone.

Questions BE12, BE21, and BE24 concern whether or not the respondent has taken certain tests (Armed Services or college admission) or applied to a college during the previous six months. During the first six months of data collection, these items were asked of all respondents. At this point, the instrument was changed so that these questions were skipped for those respondents indicating (in response to newly-added questions) that they had never taken the action in question. In order to make the data consistent across all three quarters for these tabulations, these individuals (who had never taken the action in question) are tabulated as if they provided an answer of "no" to the six-month questions.

#### Summary of the Effects of Changes

A number of quarterly change tables have been produced for the ACOMS quarterly reports (Keil, Gaertner, et al., 1988; Keil, Gay, et al., 1988) comparing responses on selected questions from one quarter to the next using the Balanced Repeated Replication technique. Each table required computations of hundreds of differences. For nearly all tables which involved question changes, the number of significant differences found in each table was approximately 5% of the number of differences computed, or well within the realm of statistical chance. However, the change tables seem to suggest that care should be taken in interpreting data across three quarters for two questions, IA1 and BE12. The importance of having an experience you can be proud of was more important for college students in the second quarter than the first. The question about taking the Armed Services Vocational Aptitude Battery (ASVAB) in the past six months, BE12, had a lower number of "yes" answers in the third quarter than the second. A new precursor question about ever taking the ASVAB had been added.

In conclusion, the ACOMS Tabulation Volumes provide a great deal of information about youth in the United States. Interpretation of the tables, however, should be done while looking at the actual questionnaire in Appendix B and remembering the complex process used to collect and weight the data.

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APPENDIX A. DATA TABLES FOR THE OFFICER MARKETS

# ELIGTYPM -- YOUTH'S SAMPLE CELL, BASED ON MAIN INT (Variable 10)

Responses	National			Officer Markets (HSM + CM)											
	College			Total			ROTC Course Propensity			Region I			Region II		
	Total	CI	CM	Total	HSM	CM	++	+	-	Total	HSM	CM	Total	HSM	CM
PHS 16-20	55.4	28.4	87.0	95.5	100.0	100.0	100.0	94.6	96.5	93.4	94.4	99.9	84.2	94.9	100.0
PHS 21-24	44.6	71.6	13.0	4.5	0.0	0.0	0.0	5.4	3.5	6.6	5.6	0.1	15.8	5.1	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1703	1239	464	84	354	881	339	485	353	132	493	341

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a College ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YATSFLG -- 86 YATS II SAMPLE FLAG (Variable 12)

Responses	National			Officer Markets (HSM + CM)											
	College			Region I			Region II			Region III			Region IV		
	Total	CI	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
NOT YATS ELIG.	53.9	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MALES 16-21 YR	42.6	0.0	92.3	100.0	97.3	100.0	96.8	98.0	96.2	98.3	100.0	94.7	97.4	100.0	91.4
MALES 22-24 YR	3.6	0.0	7.7	0.0	2.7	0.0	3.2	2.0	3.8	1.7	0.0	5.3	2.6	0.0	8.6
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NYS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	= Probably
+ = Probably	-- = Definitely not

# ECALCAGE -- SC9 CALCULATED AGE FROM DATE OF BIRTH (Variable 14)

Responses	National			Officer Markets (HSM + CM)											
	College			Total Market			Region I			Region II			Region III		
	Total	CI	CM	HSM	Total	Market	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
16	0.1	0.0	0.3	33.1	21.8	21.8	34.8	26.8	21.4	15.2	24.2	36.8	0.6	22.4	37.2
17	2.7	0.1	5.8	43.6	30.6	30.6	26.0	35.9	31.6	24.7	28.3	41.1	4.4	27.5	40.1
18	15.3	0.1	33.0	19.9	24.4	24.4	23.6	21.9	24.7	25.1	22.3	18.5	29.4	26.9	20.3
19	16.3	2.6	32.2	2.6	12.8	12.8	7.2	6.4	14.1	17.6	14.5	3.0	36.0	13.4	2.4
20	21.0	25.6	15.7	0.8	5.9	5.9	8.4	3.7	4.7	10.8	5.1	0.5	13.8	4.7	0.0
21	17.3	27.6	5.2	0.0	1.8	1.8	0.0	2.2	1.5	2.8	2.6	0.1	7.3	1.8	0.0
22	13.0	20.8	4.0	0.0	1.4	1.4	0.0	2.8	0.4	2.7	2.0	0.0	5.9	1.2	0.0
23	8.5	13.5	2.6	0.0	0.9	0.9	0.0	0.4	1.0	0.8	0.9	0.0	2.7	1.4	0.0
24	5.8	9.8	1.1	0.0	0.4	0.4	0.0	0.0	0.6	0.3	0.0	0.0	0.0	0.7	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	1703	84	354	881	339	485	353	132	493	341

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

ERACE -- SC19 YOUTH'S RACE (Variable 17)

Responses	National			Officer Markets (HSM + CM)												Region IV		
	College			Total			Region I			Region II			Region III			Region IV		
	Total	CI	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
WHITE	80.7	78.3	83.4	82.4	82.4	82.4	83.4	83.3	83.5	84.4	84.6	84.1	80.3	79.3	82.4	82.7	82.5	83.2
BLACK	10.5	10.5	10.5	13.3	13.3	13.3	13.0	13.3	12.3	11.3	13.3	8.3	17.2	18.9	13.7	6.7	6.6	7.1
ASIAN/PACIFIC IS	6.6	8.1	4.9	2.6	2.6	2.6	4.0	3.9	2.8	3.5	3.3	1.3	1.3	0.6	2.8	7.3	7.2	7.5
INDIAN/ALASKAN	0.8	1.0	0.6	0.8	0.8	0.8	1.0	1.2	0.6	0.7	0.9	1.1	0.7	0.5	1.1	1.1	1.2	0.9
Don't Know	0.8	1.1	0.4	0.8	0.8	0.8	0.8	1.1	0.6	0.5	0.2	0.4	0.0	0.4	0.3	0.7	1.8	2.1
Refused	0.6	0.9	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.4
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1239	1703	84	354	881	339	485	353	132	493	341	152	347	264

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

EHISP -- SC20 IS YOUTH HISPANIC (Variable 18)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	7.9	7.8	8.0	8.8	8.6	7.1	13.2	5.9	10.9	4.2	4.2	4.2	2.8	3.7	1.4	16.1	15.1	18.5	12.9	13.2	12.3
NO	91.9	92.0	91.7	90.7	91.0	92.2	86.3	93.7	88.7	95.2	94.8	95.8	96.8	96.1	97.9	83.6	84.7	81.2	86.8	86.4	87.7
Don't Know	0.0	0.0	0.1	0.5	0.3	0.7	0.5	0.3	0.0	0.6	1.0	0.0	0.1	0.2	0.0	0.2	0.2	0.3	0.3	0.4	0.0
Refused	0.2	0.2	0.2	0.0	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following group	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YDETHNIC -- DE5 TYPE OF HISPANIC BACKGROUND (Variable 19)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
MEXICAN AMERICAN	4.2	4.9	3.3	5.3	4.7	3.2	7.3	3.3	5.2	0.0	0.0	0.0	0.4	0.3	0.5	11.3	11.9	9.9	8.8	10.2	5.4
PUERTO RICAN	0.2	0.0	0.3	1.2	0.9	0.2	1.1	0.6	1.4	1.7	2.0	1.1	0.9	1.5	0.0	0.5	0.7	0.0	0.1	0.2	0.0
OTHER HISPANIC	2.7	2.2	3.2	2.0	2.4	3.1	4.1	1.5	3.3	2.2	1.8	2.9	1.0	1.7	0.0	3.3	1.8	6.5	3.4	2.7	4.9
NOT APPLICABLE (SKIPPED OUT)	92.1	92.2	92.0	91.2	91.4	92.9	86.8	94.1	89.1	95.8	95.8	95.8	97.2	96.3	98.6	83.9	84.9	81.5	87.1	86.8	87.7
Don't Know	0.7	0.3	1.1	0.3	0.6	0.6	0.6	0.5	1.0	0.3	0.4	0.1	0.5	0.2	0.9	1.1	0.6	2.1	0.7	0.1	2.0
Refused	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are MPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI	College Influencers: college juniors and seniors
CM	College Market: freshmen and sophomores in 4-year colleges
HSM	High School Market: college-oriented high school juniors and seniors

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	Definitely
+	Probably
--	Definitely not

# BRIGADE -- USAREC RECRUITING BRIGADE (Variable 56)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
1ST RCTG BDE-NE	25.3	24.8	26.0	23.4	24.3	24.8	22.6	25.8	22.9	80.0	77.2	85.3	1.4	2.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0
2ND RCTG BDE-SE	15.5	14.9	16.3	18.3	17.6	27.8	17.8	18.3	13.8	20.0	22.8	14.7	10.0	10.5	9.4	36.9	35.4	40.0	0.0	0.0	0.0
4TH RCTG BDE-MM	22.1	17.1	27.8	22.3	24.2	21.4	20.4	24.2	27.9	0.0	0.0	0.0	81.9	80.6	83.9	0.0	0.0	0.0	17.8	17.6	18.2
5TH RCTG BDE-SM	19.4	20.8	17.8	20.2	19.4	13.3	23.9	17.3	20.1	0.0	0.0	0.0	6.7	6.9	6.3	63.1	64.6	60.0	10.0	8.8	13.0
6TH RCTG BDE-M	17.7	22.4	12.1	15.9	14.6	12.7	15.2	14.3	15.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	72.2	73.6	68.8
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not



# ROTCREG -- ROTC REGION/BRIGADE (Variable 58)

Responses	National			Officer Markets (HSM + CM)												Region IV		
	College			Total			ROTC Course Propensity			Region I			Region II			Region III		
	Total	CI	CM	Total	HSM	CM	++	+	-	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
I	30.1	29.9	30.3	29.6	29.6	29.6	34.4	28.5	31.6	27.4	100.0	100.0	100.0	0.0	0.0	0.0	0.0	0.0
II	23.5	18.6	29.4	22.9	22.9	22.9	23.6	23.2	24.8	27.8	0.0	0.0	0.0	100.0	100.0	100.0	0.0	0.0
III	22.4	22.1	22.7	25.9	25.9	25.9	25.4	25.0	23.7	25.4	0.0	0.0	0.0	0.0	0.0	100.0	100.0	100.0
IV	24.0	29.4	17.6	21.6	21.6	21.6	16.6	23.3	19.9	19.3	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	1703	84	354	881	339	485	353	132	493	341	152	378	281

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

## ESEX -- SEX OF ENUMERATED YOUTH (Variable 101)

Responses	National										Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
MALE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264		

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

### RATIONAL SAMPLES

16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized and not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

C) --- College influencers: college juniors and seniors  
CM --- College Market: freshmen and sophomores in 4-year colleges  
CS --- High School Market: college-oriented high school juniors and seniors

## OFFICER MARKETS (HSM + CM)

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:

++ = Definitely      = Probably not  
 + = Probability      -- = Definitely not

# EHSDIPL -- SC13A TYPE OF HIGH SCHOOL DIPLOMA (Variable 105)

Responses	National			Officer Markets (HSM + CM)											
	College			Total Market			ROTC Course Propensity			Region I			Region II		
	Total	CI	CM	HSM	Total	CI	CM	++	+	-	Total	HSM	CM	Total	HSM
REG H.S. DIPLOMA	96.1	97.3	94.8	1.8	33.8	33.8	15.1	20.7	35.1	47.1	34.9	1.9	96.7	38.2	2.1
G.E.D.	1.2	0.8	1.7	0.2	0.7	0.7	1.1	0.8	0.5	1.2	0.5	0.0	1.5	0.7	0.4
OTHR CERTIFICATE	1.4	1.3	1.5	0.2	0.6	0.6	0.0	0.0	1.0	0.5	0.0	0.0	0.0	1.7	0.0
NONE OF ABOVE	1.3	0.6	2.0	97.5	64.7	83.8	78.0	63.3	51.2	64.3	97.8	1.8	59.4	97.5	2.6
Don't Know	0.0	0.0	0.0	0.2	0.2	0.0	0.5	0.1	0.0	0.0	0.2	0.3	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
18- to 24-year-old males living in continental US, who are NPS, not in service or DDP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# EEDENCUR -- SC14 IS YOUTH CURRENTLY IN SCHOOL (Variable 106)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	97.7	97.9	97.6	99.8	99.0	100.0	98.5	98.9	99.4	98.1	99.6	95.2	99.4	100.0	98.4	99.5	99.7	99.1	99.4	100.0	98.1
NO	2.3	2.1	2.4	0.2	1.0	0.0	1.5	1.1	0.6	1.9	0.4	4.8	0.6	0.0	1.6	0.5	0.3	0.9	0.6	0.0	1.9
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# EEDCOMP -- SC13 HIGHEST LEVEL OF EDUC COMPLETED (Variable 107)

Responses	Officer Markets (HSM + CM)																			
	National			Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I		Region II		Region III		Region IV					
	Total	CI	CM			++	+	-	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
8TH GRADE	0.0	0.0	0.0	0.1	0.1	0.0	0.3	0.1	0.0	0.0	0.0	0.2	0.4	0.0	0.1	0.2	0.0	0.0	0.0	0.0
9TH GRADE	0.0	0.0	0.0	2.0	1.3	2.2	2.9	0.7	1.3	1.4	2.1	0.0	0.9	1.5	0.0	1.6	2.3	0.0	1.4	2.0
10TH GRADE	0.1	0.0	0.2	47.6	31.4	56.7	37.5	30.9	20.0	33.0	50.3	0.6	29.2	48.8	0.0	29.9	43.5	0.3	33.4	47.6
11TH GRADE	0.5	0.0	1.2	49.9	33.2	29.2	39.6	32.2	30.9	30.7	46.9	0.3	30.4	49.4	2.1	36.7	53.5	0.0	35.9	50.2
12TH GRADE	23.9	1.3	50.2	0.4	17.5	6.9	9.8	20.2	19.9	15.6	0.7	43.5	21.2	0.0	52.9	17.7	0.4	55.4	15.3	0.3
1ST YR 4 YR COLL	22.9	5.9	42.7	0.0	14.7	3.1	9.3	14.0	24.9	17.3	0.0	49.7	15.8	0.0	39.3	12.8	0.0	40.6	11.7	0.0
2ND YR 4 YR COLL	25.0	43.7	3.2	0.0	1.1	0.0	0.0	1.2	2.1	1.9	0.0	5.4	0.9	0.0	2.2	0.1	0.0	0.3	1.4	0.0
3RD YR 4 YR COLL	24.5	45.3	0.2	0.0	0.1	0.0	0.0	0.1	0.0	0.2	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
4TH YR 4 YR COLL	0.9	1.5	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0
1ST YR JR/CDMM	0.8	0.5	1.2	0.0	0.4	1.8	0.7	0.0	0.8	0.0	0.0	0.0	0.7	0.0	1.7	0.1	0.0	0.4	1.0	0.0
2ND YR JR/CDMM	0.8	1.2	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.9	0.0	0.0
1ST VOC/BUS SCHL	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Don't Know	0.5	0.3	0.8	0.0	0.3	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.5	0.0	1.2	0.7	0.1	2.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or ODP, non-institutionalized	
not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative	
Regions (see map in Appendix D) and by ROTC Course	
Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	= Definitely not

# EEDENTYP -- SC15 TYPE SCHOOL Y CURRENTLY ENROLLED (Variable 108)

Responses	National			Officer Markets (HSM + CM)											
	College			Total Market			ROTC Course Propensity			Region I			Region II		
	Total	CI	CM	HSM	Total	Market	++	+	-	CM	HSM	Total	CM	HSM	Total
REG HIGH SCHOOL	2.1	0.0	4.5	98.4	66.2	66.2	87.1	79.8	64.0	53.5	64.5	97.4	3.0	61.2	98.1
ABE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.2
SKILL DEVEL PRG	0.6	0.3	1.0	0.0	0.3	0.3	0.0	0.0	0.6	0.2	0.5	0.0	1.4	0.2	0.0
VOC/BUS/TRADE	1.0	1.4	0.5	0.3	0.4	0.4	0.7	0.4	0.2	0.5	0.0	0.0	0.0	1.1	1.1
2 YR JR/CDNM COL	2.3	1.1	3.7	0.0	1.3	1.3	1.8	1.4	0.7	2.3	0.6	0.0	1.8	1.4	0.0
4 YR COLL/UNIV	91.4	94.6	87.6	0.0	30.1	30.1	9.1	16.5	32.1	42.9	31.0	0.0	89.0	34.8	0.0
OTHER SCHOOL	0.3	0.5	0.1	1.0	0.7	0.7	1.3	0.2	1.1	0.0	1.2	1.9	0.0	0.4	0.6
NOT APPLICABLE (SKIPPED OUT)	2.3	2.1	2.4	0.2	1.0	1.0	0.0	1.5	1.1	0.6	1.9	0.4	4.8	0.6	0.0
Don't Know	0.1	0.0	0.2	0.1	0.1	0.1	0.0	0.1	0.2	0.0	0.2	0.3	0.0	0.2	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	1703	84	354	881	339	485	353	132	493	341

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are WPS; not in service or DEP; non-institutionalized; not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

EEDENYRH -- SC16 Y CURRENTLY IN 9, 10, 11, 12 GRADE (Variable 109)

Responses	National					Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
9TH GRADE	0.0	0.0	0.0	0.1	0.1	0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.2	0.4	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0
10TH GRADE	0.0	0.0	0.0	2.7	1.8	2.2	3.3	1.3	1.5	1.4	2.1	0.0	1.6	2.6	0.0	2.5	3.6	0.0	1.7	2.4	0.0	
11TH GRADE	0.1	0.0	0.2	47.0	31.0	55.5	37.4	30.0	20.5	32.4	49.4	0.6	29.2	48.7	0.0	28.9	42.1	0.3	33.5	47.8	0.0	
12TH GRADE	2.0	0.0	4.3	48.5	33.3	29.5	38.4	32.6	31.5	30.7	45.9	2.4	30.2	46.4	6.0	37.0	52.6	3.0	36.4	49.2	6.2	
NOT APPLICABLE (SKIPPED OUT)	97.9	100.0	95.5	1.6	33.8	12.9	20.2	36.0	46.5	35.5	2.6	97.0	38.8	1.9	94.0	31.5	1.5	96.7	28.1	0.1	93.8	
Don't Know	0.0	0.0	0.0	0.1	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.5	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

EEDENYRC -- SC17 YOUTH IN 1, 2, 3, 4, 5 YR COLLEGE (Variable 110)

Responses	National										Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
1ST YR (FR)	21.0	0.5	45.1	0.0	15.5	5.9	8.5	17.9	17.9	14.3	0.0	40.9	18.8	0.0	46.9	15.4	0.0	49.1	13.2	0.0	44.1	
2ND YR (SOPH)	21.9	6.9	39.5	0.0	13.6	3.1	8.0	13.1	22.8	15.2	0.0	43.7	14.9	0.0	37.1	12.5	0.0	39.8	10.7	0.0	36.0	
3RD YR (JR)	24.1	42.8	2.3	0.0	0.8	0.0	0.0	0.7	2.1	1.3	0.0	3.8	0.4	0.0	1.0	0.1	0.0	0.3	1.4	0.0	4.6	
4TH YR (SR)	20.0	37.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
5TH YR	3.9	6.9	0.3	0.0	0.1	0.0	0.0	0.2	0.0	0.2	0.0	0.5	0.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
NOT APPLICABLE (SKIPPED OUT)	8.6	5.4	12.4	100.0	69.9	90.9	83.5	67.9	57.1	69.0	100.0	11.0	65.2	100.0	13.4	71.9	100.0	10.8	74.7	100.0	15.3	
Don't Know	0.4	0.4	0.3	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.5	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are WPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not



# YHSDIPL -- EE2 YOUTH HIGH SCHOOL DIPLOMA, TYPE (Variable 115)

Responses	National						Officer Markets (HSM + CM)														
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
REG H.S. DIPLOMA	97.1	97.9	96.1	1.0	33.6	14.6	19.9	35.3	46.4	34.8	1.3	97.2	38.7	1.0	94.8	30.6	0.8	95.5	29.3	0.6	96.9
G.E.D.	1.0	0.5	1.5	0.1	0.6	1.1	0.0	0.5	1.2	0.6	0.0	1.9	0.5	0.0	1.2	0.9	0.3	2.2	0.2	0.0	0.5
A.B.E.	0.1	0.0	0.2	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	1.1	0.0	0.0	0.0
OTHR CERTIFICATE	1.1	0.8	1.4	0.2	0.6	0.0	0.1	0.9	0.6	0.1	0.1	0.0	1.7	0.2	4.0	0.8	0.6	1.1	0.0	0.0	0.0
NONE OF ABOVE	0.7	0.8	0.7	98.6	65.0	84.3	79.5	63.1	51.7	64.4	98.3	0.9	59.0	98.5	0.0	67.3	98.2	0.0	70.5	99.4	2.6
Don't Know	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Refused	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

**NATIONAL SAMPLES**

16- to 24-year-old males living in continental US, who are NPS, not in service or OEP, non-institutionalized, and not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

CI --- College Influencers: college juniors and seniors  
CM --- College Market: freshmen and sophomores in 4-year colleges  
HSM --- High School Market: college-oriented high school juniors and seniors

OFFICER MARKETS (HSM + CM)

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Proximity --- reported intention to enroll in at least one college course offered by Army ROTC:

++ = Definitely not      = Probably not  
 + = Definitely        -- = Definitely not

YEDLASTY -- EE5 YOUTH LAST ATTENDED SCHOOL, YEAR (Variable 118)

Responses	Officer Markets (HSM + CM)																		
	National			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV		
	College		HSM		++	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
	Total	CI																	
NOT APPLICABLE (SKIPPED OUT)	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

(Variable 119)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	RDTG Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
REG HIGH SCHOOL	2.0	0.0	4.4	100.0	67.2	89.1	80.3	65.4	53.8	65.7	100.0	1.5	62.3	100.0	6.0	70.2	100.0	5.4	71.8	100.0	5.5
4 YR COLL/UNIV	98.0	100.0	95.6	0.0	32.8	10.9	19.7	34.6	46.2	34.3	0.0	98.5	37.7	0.0	94.0	29.8	0.0	94.6	28.2	0.0	94.5
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

**NATIONAL SAMPLES**

16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, and not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

CI --- College influencers: college juniors and seniors  
CM --- College Market: freshmen and sophomores in 4-year colleges  
IISM --- High School Market: college-oriented high school juniors and seniors

**OFFICER MARKETS (HSM + CM)**

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:

1+ = Definitely	-- = Probably not
2+ = Probably	-- = Definitely not

YEDENYRH -- EE6A IS Y IN GRADE 9, 10, 11, OR 12 (Variable 120)

Responses	Officer Markets (HSM + CM)																											
	National						Region I													Region II			Region III			Region IV		
	College			HSM	Total Market	RUTC Course Propensity			Region I			Region II			Region III			Region IV										
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM							
10TH GRADE	0.0	0.0	0.0	0.6	0.4	0.0	1.1	0.3	0.2	0.4	0.6	0.0	0.2	0.3	0.0	0.5	0.8	0.0	0.6	0.8	0.0							
11TH GRADE	0.0	0.0	0.0	49.5	32.5	57.7	41.6	31.1	21.0	33.9	52.0	0.0	31.1	51.9	0.0	30.6	44.7	0.0	34.7	49.5	0.0							
12TH GRADE	2.0	0.0	4.4	49.7	34.2	31.4	37.6	33.9	32.6	31.4	47.4	1.5	31.1	47.8	6.0	39.1	54.5	5.4	36.1	49.1	5.5							
NOT APPLICABLE (SKIPPED OUT)	98.0	100.0	95.6	0.0	32.8	10.9	19.7	34.6	46.2	34.3	0.0	98.5	37.7	0.0	94.0	29.8	0.0	94.6	28.2	0.0	94.5							
Refused	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.6	0.0							
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0							
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83							

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	--- = Probably not
++ = Definitely	--- = Probably not

**(Variable 121)**

Responses	National						Officer Markets (HSM + CM)														
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
1ST YR (FR)	21.2	0.0	46.0	0.0	15.8	4.4	9.8	17.9	18.6	14.7	0.0	42.1	20.9	0.0	52.1	15.4	0.0	48.9	11.5	0.0	38.6
2ND YR (SOPH)	23.6	1.6	49.4	0.0	17.0	6.5	10.0	16.6	27.6	19.5	0.0	55.8	16.8	0.0	41.9	14.4	0.0	45.6	16.7	0.0	55.9
3RD YR (JR)	27.9	51.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
4TH YR (SR)	21.9	40.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
5TH YR	3.3	6.0	0.2	0.0	0.1	0.0	0.0	0.1	0.0	0.2	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
NOT APPLICABLE (SKIPPED OUT)	2.0	0.0	4.4	100.0	67.2	89.1	80.3	65.4	53.8	65.7	100.0	1.5	62.3	100.0	6.0	70.2	100.0	5.4	71.8	100.0	5.5
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

### INTERNATIONAL SAMPLES

16- to 24-year-old males living in continental US, who are NPS, not in service or DLP, non-institutionalized, and not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

- CI -- College Influencers: college juniors and seniors
- CM -- College Market: freshmen and sophomores in 4-year colleges
- HSM -- High School Market: college-oriented high school juniors and seniors

## M)

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:

++ = Definitely	= Probably not
+ = Probably	-- = Definitely not

# YEDLEV -- EE1 HIGHEST LEVEL OF EDUC COMPLETED (Variable 123)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	RTTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
10TH GRADE	0.0	0.0	0.0	49.8	32.7	57.7	42.2	31.2	21.0	34.1	52.3	0.0	30.4	50.8	0.0	31.1	45.4	0.0	35.4	50.4	0.0
11TH GRADE	0.1	0.0	0.3	50.2	33.1	30.5	38.3	32.4	31.0	31.1	47.7	0.0	29.4	49.2	0.0	37.4	54.6	0.0	35.3	49.6	1.6
12TH GRADE	23.2	0.0	50.4	0.0	17.3	5.3	10.5	19.6	20.1	15.4	0.0	44.1	23.3	0.0	58.1	17.3	0.0	54.8	12.7	0.0	42.4
1ST YR 4 YR COLL	22.8	0.0	49.3	0.0	16.9	6.5	9.1	16.7	27.9	19.5	0.0	55.9	16.8	0.0	41.9	14.2	0.0	45.2	16.7	0.0	55.9
2ND YR 4 YR COLL	28.0	52.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3RD YR 4 YR COLL	25.6	47.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2ND YR JR/COMM	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YEDPLAN -- EE3 HIGHEST GRADE PLAN TO COMPLETE (Variable 125)

Responses	National				Officer Markets (HSM + CM)														
	College			HSM	Region I			Region II			Region III			Region IV					
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
11TH GRADE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
12TH GRADE	0.1	0.0	0.3	8.7	5.8	7.3	7.7	4.6	6.8	6.1	9.4	0.0	4.6	7.8	0.0	7.8	10.8	1.3	4.2
2ND YR 4 YR COLL	0.2	0.0	0.4	1.3	0.9	3.3	0.8	1.1	0.3	1.2	1.2	1.2	0.8	1.4	0.0	0.0	0.0	0.0	1.9
3RD YR 4 YR COLL	0.3	0.3	0.3	0.8	0.6	1.6	0.4	0.7	0.2	0.0	0.0	0.0	1.6	2.4	0.5	0.7	0.8	0.6	0.2
4TH YR 4 YR COLL	44.7	43.0	46.8	54.6	51.9	51.8	50.3	55.6	44.8	53.8	54.5	52.6	51.9	55.4	46.5	49.2	53.1	40.8	52.5
5TH COL/1ST GRAD	14.2	16.4	11.5	3.8	6.4	2.0	6.6	5.6	9.4	5.4	2.6	10.7	6.0	5.3	7.0	5.7	3.1	11.3	9.4
2ND YR GRAD SCHL	16.0	15.0	17.2	5.2	9.3	15.9	6.8	9.5	12.7	9.3	7.8	12.2	13.6	5.6	25.6	6.6	3.3	13.7	7.4
3RD YR GRAD SCHL	7.5	8.3	6.5	1.7	3.3	1.6	2.5	2.7	5.1	3.8	1.6	8.0	2.5	1.4	4.1	4.5	1.4	11.3	2.2
> 3 YRS GRAD SCHL	14.2	15.0	13.2	5.5	8.2	4.9	6.9	8.3	9.5	8.8	7.3	11.6	9.0	5.7	14.0	8.8	5.4	16.1	5.4
1ST YR JR/COMH	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.4	0.0	0.0	0.0	0.0	0.0
2ND YR JR/COMH	0.0	0.0	0.0	7.2	4.7	6.4	5.1	4.5	5.1	4.4	6.7	0.0	3.1	5.2	0.0	6.7	9.8	0.0	4.8
1ST VOC/BUS SCHL	0.1	0.0	0.3	0.5	0.4	1.8	0.6	0.3	0.2	0.0	0.0	0.0	0.4	0.0	1.0	0.7	1.0	0.0	0.8
2ND VOC/BUS SCHL	0.2	0.1	0.2	2.4	1.7	0.7	1.7	2.0	1.2	0.9	1.4	0.0	0.9	1.4	0.0	2.1	2.6	1.1	3.1
> 2 YRS VOC/BUS	0.0	0.0	0.0	1.1	0.7	1.6	0.5	0.7	0.9	0.8	1.3	0.0	0.6	1.1	0.0	0.8	1.1	0.0	0.5
Don't Know	2.5	1.9	3.1	7.0	5.7	0.8	10.3	4.9	3.6	5.0	5.6	3.8	4.7	6.9	1.3	6.4	7.6	3.9	6.9
Refused	0.1	0.0	0.2	0.2	0.2	0.0	0.0	0.3	0.2	0.4	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DFP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not



# YNUMLET -- EE7 SCHOOL USE LETTER OR NUMBER GRADES (Variable 127)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
LETTER GRADES	80.0	80.6	79.3	63.3	68.8	56.3	66.5	69.9	70.8	59.4	51.5	74.2	81.6	82.3	80.6	55.2	42.7	82.6	83.3	84.0	81.7
NUMBER GRADES	18.9	17.8	20.2	36.2	30.7	42.4	32.1	29.7	29.2	39.9	48.1	24.7	18.0	17.0	19.4	43.9	56.4	16.8	16.7	16.0	18.3
NEITHER	0.6	1.0	0.1	0.3	0.2	0.0	1.0	0.1	0.0	0.0	0.0	0.0	0.4	0.7	0.0	0.6	0.5	0.6	0.0	0.0	0.0
Don't Know	0.4	0.5	0.3	0.2	0.3	1.3	0.4	0.2	0.0	0.6	0.4	1.1	0.0	0.0	0.0	0.3	0.5	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted Count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in Continental US, who are NPS, not in service or DTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	= Probably not
+ = Probably	-- = Definitely not

# YEDGRADE -- EE7 YOUTH EDUCATIONAL GRADE AVERAGE (Variable 128)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	RUTC Course Propensity			Region I		Region II		Region III		Region IV						
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
MOSTLY A'S	10.7	7.6	14.3	12.4	13.1	10.5	14.4	14.3	9.2	11.2	11.0	11.5	10.6	8.5	13.7	16.4	15.6	18.0	14.9	14.7	15.4
MOSTLY A'S & B'S	31.3	29.8	33.1	28.6	30.2	29.9	25.0	28.7	37.8	28.5	29.6	26.5	29.7	24.0	38.2	31.3	33.0	27.5	31.7	26.8	43.1
MOSTLY B'S	25.2	28.5	21.5	17.5	18.8	13.8	18.0	20.7	16.7	20.5	20.1	21.3	19.7	17.2	23.6	18.5	17.6	20.4	15.7	14.0	19.6
MOSTLY B'S & C'S	26.7	28.2	24.9	29.1	27.7	32.8	29.2	26.8	27.6	31.5	30.4	33.5	26.4	32.7	17.0	24.4	22.7	28.2	27.5	31.0	19.2
MOSTLY C'S	3.5	3.6	3.4	7.4	6.0	5.9	8.2	5.3	5.9	5.4	6.3	3.9	6.6	8.5	3.7	6.5	7.9	3.6	5.5	7.2	1.5
MOSTLY C'S & D'S	0.8	0.6	1.1	3.5	2.7	5.7	3.0	3.0	1.3	1.4	1.7	1.0	5.1	6.8	2.6	1.1	1.6	0.0	3.5	5.0	0.0
MOSTLY D'S & F'S	0.1	0.0	0.2	0.5	0.4	0.0	0.0	0.2	0.9	0.3	0.5	0.0	0.3	0.5	0.0	0.5	0.4	0.0	0.3	0.4	0.0
NOT APPLICABLE (SKIPPED OUT)	1.1	1.5	0.5	0.5	0.5	1.3	1.4	0.3	0.0	0.6	0.4	1.1	0.4	0.7	0.0	0.9	1.0	0.6	0.0	0.0	0.0
Don't Know	0.3	0.0	0.6	0.3	0.4	0.0	0.7	0.3	0.0	0.4	0.0	1.2	0.6	0.6	0.7	0.0	0.0	0.0	0.5	0.7	0.0
Refused	0.3	0.2	0.5	0.2	0.3	0.0	0.0	0.3	0.6	0.0	0.0	0.0	0.5	0.5	0.5	0.4	0.3	0.7	0.4	0.0	1.3
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
(Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	--- = Definitely not

YEDELALG -- EE9 Y TAKEN/WILL TAKE ELEMENTARY ALGEBRA (Variable 129)

Responses	National			Officer Markets (HSM + CM)											
	College			Region I			Region II			Region III			Region IV		
	Total	CI	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
TAKEN OR TAKING	98.0	98.9	96.9	92.0	89.5	92.0	94.2	92.8	96.8	93.9	91.3	97.8	86.3	82.4	94.8
PLAN TO TAKE	0.5	0.2	0.8	2.7	2.7	2.0	1.2	1.6	0.5	1.3	1.4	1.2	3.7	5.2	0.6
NEITHER	1.5	0.9	2.3	7.7	7.7	5.9	4.6	5.6	2.6	4.8	7.3	0.9	9.7	12.1	4.7
Don't know	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.4	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	1703	485	353	132	493	341	152	378	281	97

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DFP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YEDGEOM -- EE10 Y TAKEN/WILL TAKE PLANE GEOMETRY (Variable 130)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		H	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM		
TAKEN OR TAKING	92.1	94.5	89.4	74.9	79.9	72.6	72.9	80.4	86.0	84.7	81.0	91.6	83.1	77.8	91.0	73.3	67.8	85.1	76.8	72.0	88.2
PLAN TO TAKE	2.1	0.6	3.9	10.8	8.4	14.5	11.2	8.0	4.9	5.7	7.8	1.8	6.4	7.6	4.6	11.7	15.5	3.3	11.0	12.7	7.1
NEITHER	5.7	4.9	6.6	13.6	11.2	12.9	14.8	11.3	8.5	9.1	10.4	6.6	10.4	14.4	4.4	14.8	16.3	11.6	10.8	13.8	3.8
Don't Know	0.1	0.0	0.2	0.7	0.5	0.0	1.2	0.3	0.6	0.5	0.8	0.0	0.1	0.2	0.0	0.2	0.3	0.0	1.3	1.5	0.9
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YEDINALG -- EE11 Y TAKEN/WILL TAKE INTERMED ALGEBRA (Variable 131)

Responses	National			Officer Markets (HSM + CM)												Region IV		
	College			Region I			Region II			Region III			Region IV			Region V		
	Total	CI	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
TAKEN OR TAKING	92.2	94.4	89.5	69.4	69.4	76.3	78.8	70.4	94.5	76.6	69.8	86.9	71.3	64.7	85.5	78.4	73.3	90.6
PLAN TO TAKE	2.2	1.3	3.2	10.7	8.2	8.2	8.3	12.0	1.3	8.3	9.4	6.7	8.7	11.9	1.8	7.2	9.1	2.7
NEITHER	5.2	4.3	6.3	18.3	14.3	14.3	11.4	15.6	3.5	14.2	20.6	4.7	19.1	22.5	11.8	13.0	15.6	6.8
Don't Know	0.4	0.0	0.9	1.3	1.2	1.2	1.5	1.9	0.8	0.8	0.2	1.7	0.9	0.9	0.9	1.4	2.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	1703	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DFP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

VEDTRIG -- EE12 Y TAKEN/WILL TAKE TRIGONOMETRY (Variable 132)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	C:I	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
TAKEN OR TAKING	73.9	75.6	71.9	35.1	47.7	32.4	41.1	50.8	47.8	57.7	43.8	83.8	49.0	34.8	70.3	37.0	24.6	64.1	44.5	36.1	64.1
PLAN TO TAKE	8.4	6.8	10.3	26.5	20.9	38.5	24.6	19.1	17.8	16.4	21.6	6.7	24.1	29.2	16.5	22.9	30.4	6.4	21.2	25.5	11.1
NEITHER	17.4	17.5	17.3	37.4	30.5	28.1	33.1	29.4	33.4	24.7	32.9	9.5	26.5	35.7	12.7	39.2	44.1	28.6	33.3	37.2	23.9
Don't Know	0.3	0.1	0.5	1.1	0.9	1.0	1.2	0.7	0.9	1.1	1.7	0.0	0.4	0.3	0.5	0.9	0.9	0.9	1.1	1.2	0.9
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DFP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YEMPCUR -- EE16 IS YOUTH CURRENTLY EMPLOYED (Variable 133)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
YES	59.6	64.7	53.5	48.7	50.4	39.0	50.8	51.6	49.5	51.9	52.3	51.3	52.6	50.4	55.8	43.5	42.8	45.1	53.7	49.1	64.5
NO	40.4	35.3	46.5	51.3	49.6	61.0	49.2	48.4	50.5	48.1	47.7	48.7	47.4	49.6	44.2	56.5	57.2	54.9	46.3	50.9	35.5
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YEMPLOOK -- EE17 IS YOUTH LOOKING FOR EMPLOYMENT (Variable 134)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	15.9	15.7	16.2	27.4	23.6	28.2	30.7	21.4	21.7	20.2	21.2	18.5	21.9	28.0	12.8	28.9	33.3	19.5	23.9	28.2	13.7
NO	24.5	19.6	30.3	23.8	26.0	32.8	18.5	27.0	28.8	27.7	26.3	30.3	25.5	21.6	31.4	27.5	24.0	35.4	22.5	22.7	21.8
NOT APPLICABLE (SKIPPED OUT)	59.6	64.8	53.5	48.7	50.4	39.0	50.8	51.6	49.5	51.9	52.3	51.3	52.6	50.4	55.8	43.5	42.8	45.1	53.7	49.1	64.5
Don't Know	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	912	448	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization rotation	0
Instrument change	0
Other	1
Total missing	1

**NATIONAL SAMPLES**

16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

CI --- College Influencers: college juniors and seniors  
CM --- College Market: freshmen and sophomores in 4-year colleges  
HSM --- High School Market: college-oriented high school juniors and seniors

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:

++ = Definitely	-- = Probably not
+ = Probably	- = Definitely not



# YEMPHOUR -- EE19 Y HOURS WORKED PER WEEK IN LAST JOB (Variable 135)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	Cl.	CM			++	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
0	3.6	2.1	5.3	16.6	12.7	9.2	12.2	13.7	11.0	9.3	13.8	0.9	14.5	18.2	8.9	15.0	18.9	6.3	12.9	16.1	5.5
1-20	38.1	37.1	39.2	45.4	43.3	29.7	48.1	42.8	43.9	49.4	51.0	46.3	40.1	43.0	35.8	37.7	38.0	37.2	45.1	49.3	35.4
21-34	17.9	16.9	19.1	21.9	20.9	34.6	20.9	20.1	21.1	21.0	21.7	19.7	22.6	23.2	21.7	19.0	23.7	8.9	21.0	18.5	26.9
35-44	30.4	32.3	28.3	11.7	17.4	20.9	14.6	16.5	20.7	15.3	9.7	25.9	17.8	12.4	25.7	19.9	13.5	33.9	16.9	11.6	29.3
45+	8.0	9.1	6.7	3.4	4.5	5.5	4.2	5.5	2.3	4.0	2.9	6.1	3.8	2.1	6.4	7.0	4.9	11.6	3.2	3.7	2.0
Don't Know	1.6	2.2	0.9	0.9	0.9	0.0	0.0	1.2	0.8	0.9	0.9	1.1	0.4	0.7	0.0	1.4	1.1	2.0	0.9	0.8	1.0
Refused	0.3	0.2	0.4	0.1	0.2	0.0	0.0	0.3	0.2	0.0	0.0	0.0	0.7	0.3	1.5	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YEMPEVER -- EE20 WAS YOUTH EVER EMPLOYED FULL-TIME (Variable 139)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	33.9	39.8	27.0	18.1	21.1	14.7	21.4	21.0	24.3	25.5	22.1	32.1	17.0	15.3	19.6	21.7	20.1	25.0	19.1	13.0	33.2
NO	24.0	16.4	32.7	50.2	44.2	49.7	47.5	43.3	41.6	45.8	51.5	35.1	46.9	51.9	39.4	36.5	42.6	23.1	47.9	55.6	30.0
NOT APPLICABLE (SKIPPED OUT)																					
Refused	42.0	43.6	40.3	31.8	34.7	35.6	31.0	35.7	34.0	28.7	26.4	32.9	36.1	32.8	41.0	41.9	37.2	51.9	33.0	31.4	36.8
	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	= Definitely
+	= Probably
--	= Definitely not

YEMPEASY -- EE24 YOUTH EMPLOYMENT DIFFICULTY IN COMM (Variable 140)

Responses	National			Officer Markets (HSM + CM)												Region IV		
	College		HSM	Region I			Region II			Region III			Region IV			Region V		
	Total	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
ALMOST IMPOSS	3.0	1.5	4.7	7.3	4.6	6.1	1.8	7.4	8.0	6.5	6.2	7.9	2.6	8.1	7.6	9.5		
VERY DIFFICULT	11.7	11.3	12.1	19.2	12.4	13.8	9.8	17.1	20.7	11.7	18.9	20.1	16.3	20.1	23.9	11.1		
SOMMHT DIFFICULT	49.3	49.0	49.7	47.2	45.2	40.8	53.4	48.4	49.6	46.7	49.5	49.3	50.1	50.1	51.1	47.9		
NOT DIFFICULT	32.9	35.4	30.0	24.0	35.6	37.1	32.9	23.1	19.2	29.0	24.0	21.8	28.9	17.9	13.6	27.9		
Don't Know	3.0	2.5	3.5	2.3	2.2	2.2	2.1	4.0	2.6	6.1	1.3	0.9	2.0	3.7	3.8	3.5		
Refused	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CM -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	--- = Definitely not

(Variable 141)

Responses	National				Officer Markets (ISM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	83.8	74.5	94.7	90.6	92.0	85.5	89.3	93.2	93.2	90.4	88.7	93.6	92.3	90.6	95.0	91.7	90.6	94.0	94.5	93.4	96.8
NO	15.7	24.9	5.1	7.9	6.9	14.5	9.8	5.6	6.0	7.7	8.9	5.5	6.9	8.1	5.0	7.8	8.6	6.0	4.7	5.3	3.2
Don't Know	0.3	0.4	0.3	1.3	1.0	0.0	0.9	1.0	0.8	1.5	1.9	0.9	0.8	1.3	0.0	0.6	0.8	0.0	0.9	1.3	0.0
Refused	0.1	0.2	0.0	0.2	0.1	0.0	0.0	0.2	0.0	0.4	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

**NATIONAL SAMPLES**

16- to 24-year-old males living in continental US, who are NPS, not in service or DNP, non-institutionalized, and not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

- CI --- College Influencers: college juniors and seniors
- CM --- College Market: freshmen and sophomores in 4-year colleges
- HSM --- High School Market: college-oriented high school juniors and seniors

OFFICER MARKETS (USM + CM)

Officer Markets are reported by Army ROTC Administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:

++ = Definitely -- = Probably not  
 + = Probably -- = Definitely not

# YIPDOEMP -- IP1 Y PLANS TO WORK (Variable 142)

Responses	National					Officer Markets (HSM + CM)															
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	70.4	75.6	64.4	52.1	56.3	41.4	50.8	58.3	60.9	54.5	47.5	67.6	52.4	51.7	53.4	58.9	53.7	70.4	60.6	56.8	69.5
NO	29.1	23.8	35.3	46.4	42.6	58.6	48.3	40.5	38.3	43.6	50.1	31.5	46.9	47.1	46.6	40.5	45.5	29.6	38.5	41.9	30.5
Don't Know	0.3	0.4	0.3	1.3	1.0	0.0	0.9	1.0	0.8	1.5	1.9	0.9	0.8	1.3	0.0	0.6	0.8	0.0	0.9	1.3	0.0
Refused	0.1	0.2	0.0	0.2	0.1	0.0	0.0	0.2	0.0	0.4	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

(Variable 143)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	Ct	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	0.3	0.3	0.3	0.2	0.2	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.2	0.4	0.0	0.0	0.0	0.0	0.8	0.4	1.9
NO	99.2	99.0	99.4	98.3	98.7	100.0	99.1	98.6	98.7	98.1	97.5	99.1	99.0	98.4	100.0	99.4	99.2	100.0	98.3	98.4	98.1
Don't Know	0.3	0.4	0.3	1.3	1.0	0.0	0.9	1.0	0.8	1.5	1.9	0.9	0.8	1.3	0.0	0.6	0.8	0.0	0.9	1.3	0.0
Refused	0.1	0.2	0.0	0.2	0.1	0.0	0.0	0.2	0.0	0.4	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

## NATIONAL SAMPLES

16- to 24-year-old males living in Continental US, who are NPS, not in service or BFP, non-institutionalized, and not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

- CI --- College Influencers: college juniors and seniors
- CM --- College Market: Freshmen and Sophomores in 4-year colleges
- IISM --- High School Market: college-oriented high school juniors and seniors

## OFFICER MARKETS (ISM + CM)

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:

# YIPDOMIL -- IP1 Y PLANS TO JOIN MILITARY/SERVICE (Variable 144)

Responses	National					Officer Markets (HSM + CM)															
	College			HSM	Total Market	RUTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	2.9	2.4	3.4	13.2	9.8	53.4	22.4	3.6	3.0	7.7	10.7	2.0	11.3	15.5	4.9	12.3	15.9	4.6	8.2	10.8	2.0
NO	96.7	97.0	96.3	85.3	89.1	46.6	76.7	95.2	96.2	90.4	86.8	97.1	88.0	83.2	95.1	87.1	83.3	95.4	90.9	87.9	98.0
Don't Know	0.3	0.4	0.3	1.3	1.0	0.0	0.9	1.0	0.8	1.5	1.9	0.9	0.8	1.3	0.0	0.6	0.8	0.0	0.9	1.3	0.0
Refused	0.1	0.2	0.0	0.2	0.1	0.0	0.0	0.2	0.0	0.4	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1739	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MIS-NG DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college RUTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by RUTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	= Probably not
+ = Probably	-- = Definitely not

# YIPDOOTH -- IP1 Y HAS OTHER PLANS (Variable 145)

Responses	National				Officer Markets (HSM + CM)																		
	College			HSM	Total Market	ROTC Course Propensity			Region I		Region II		Region III		Region IV								
	Total	CI	CM			++	+	-	---	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM					
YES	19.2	21.4	16.6	11.6	13.3	13.3	13.3	16.2	11.6	13.9	12.8	13.5	9.2	21.5	10.9	10.6	11.4	12.6	13.5	10.5	16.9	13.7	24.6
NO	80.3	77.9	83.2	86.9	85.6	85.6	85.6	83.8	87.5	84.9	86.4	84.6	88.3	77.6	88.3	88.1	88.6	86.9	85.7	89.5	82.2	85.1	75.4
Don't Know	0.3	0.4	0.3	1.3	1.0	1.0	1.0	0.0	0.9	1.0	0.8	1.5	1.9	0.9	0.8	1.3	0.0	0.6	0.8	0.0	0.9	1.3	0.0
Refused	0.1	0.2	0.0	0.2	0.1	0.1	0.1	0.0	0.0	0.2	0.0	0.4	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	1703	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
(Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	= Probably not
+ = Probably	-- = Definitely not



YBPRANI -- IP3 BRANCH OF SERVICE, FIRST CHOICE (Variable 146)

Responses	National			Officer Markets (HSM + CM)																	
	College			HSM	Total Market	RUTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
AIR FORCE	1.0	1.4	0.4	4.4	3.0	17.7	8.0	0.7	1.1	2.0	2.8	0.5	4.2	6.3	1.0	3.3	4.9	0.0	2.8	4.0	0.0
ARMY	0.3	0.1	0.5	3.1	2.2	13.8	5.0	0.8	0.7	0.5	0.8	0.0	2.0	3.1	0.5	4.2	5.3	1.6	2.5	3.6	0.0
COAST GUARD	0.0	0.0	0.0	0.3	0.2	0.0	0.6	0.1	0.0	0.3	0.4	0.0	0.1	0.2	0.0	0.2	0.3	0.0	0.2	0.2	0.0
MARINE CORPS	0.4	0.5	0.4	2.1	1.5	16.5	1.5	0.5	0.5	2.5	3.8	0.0	1.1	1.3	0.7	1.2	1.7	0.0	1.1	1.2	1.0
NAVY	0.8	0.2	1.5	2.8	2.4	4.4	6.4	1.3	0.2	1.7	2.3	0.6	3.6	4.1	2.8	2.8	3.4	1.2	1.4	1.6	1.0
NOT APPLICABLE (SKIPPED OUT)	97.1	97.6	96.6	86.8	90.2	46.6	77.6	96.4	97.0	92.3	89.3	98.0	88.7	84.5	95.1	87.7	84.1	95.4	91.8	89.2	98.0
Don't Know	0.4	0.2	0.6	0.5	0.5	1.0	0.9	0.2	0.6	0.8	0.7	0.9	0.3	0.5	0.0	0.7	0.3	1.7	0.2	0.3	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+	Probably
-	Definitely not

YPCOMP1 -- IP4 TYPE OF SERVICE, FIRST CHOICE (Variable 148)

Responses	National			Officer Markets (HSM + CM)									
	College			Total Market	Propensity			Region I			Region II		
	Total	CI	CM		++	+	-	Total	HSM	CM	Total	HSM	CM
ACTIVE DUTY	2.1	2.1	2.2	9.4	38.8	16.3	2.4	2.2	5.0	7.0	1.2	8.9	12.0
RESERVE	0.3	0.2	0.4	2.1	7.6	3.3	0.6	0.3	1.0	1.5	0.0	1.6	2.2
NATIONAL GUARD	0.1	0.0	0.2	1.2	6.1	1.8	0.4	0.0	1.0	1.5	0.0	0.5	0.8
NOT APPLICABLE (SKIPPED DUTY)	97.5	97.8	97.2	87.3	47.6	78.5	96.6	97.6	93.0	90.0	98.8	89.0	85.0
Don't Know	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	84	354	881	339	485	353	132	493	341
				1703								378	281
												97	264
												83	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or ODP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II) and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YPBRAN2 -- IP5 BRANCH OF SERVICE, NEXT CHOICE (Variable 149)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	HDTC Course			Total	HSM	CM	Total	HSM	CM	Total	HSM	CM				
						++	+	--													
AIR FORCE	0.8	0.7	1.0	2.7	2.1	5.4	5.8	1.2	0.2	0.7	1.1	0.0	3.5	4.5	1.9	2.9	3.8	1.1	1.5	1.7	1.0
ARMY	0.1	0.0	0.3	3.5	2.4	23.0	4.2	0.7	0.2	3.4	5.3	0.0	3.4	5.0	1.1	2.1	3.0	0.0	0.0	0.0	0.0
COAST GUARD	0.1	0.2	0.0	0.1	0.1	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.5	0.0	0.0	0.0	0.0
MARINE CORPS	0.4	0.3	0.5	3.0	2.1	12.8	4.8	0.6	1.0	1.5	2.3	0.0	1.5	1.8	0.9	3.0	3.9	0.9	2.8	4.0	0.0
NAVY	0.7	1.1	0.2	2.4	1.6	6.8	4.6	0.7	0.2	0.7	1.0	0.0	1.4	1.9	0.6	2.6	3.8	0.0	2.1	3.1	0.0
NJNE	0.3	0.0	0.6	0.9	0.8	2.9	2.1	0.1	0.8	0.6	0.3	1.2	1.2	1.7	0.4	0.1	0.1	0.0	1.6	1.8	1.0
NOT APPLICABLE (SKIPPED OUT)	97.5	97.8	97.2	87.3	90.7	47.6	78.5	96.6	97.6	93.0	90.0	98.8	89.0	85.0	95.1	88.4	84.4	97.1	92.0	89.5	98.0
Don't Know	0.1	0.0	0.2	0.1	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.5	0.9	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	= = Probably not
+ = Probably	-- = Definitely not

YPCOMP2 -- IP6 TYPE OF SERVICE, NEXT CHOICE (Variable 151)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	Region I			Region II			Region III			Region IV							
	Total	CI	CM		HSM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM				
ACTIVE DUTY	1.8	2.1	1.5	8.7	6.2	42.3	14.5	1.8	1.5	4.7	7.2	0.0	3.2	8.3	11.4	1.6	4.4	5.9	1.0		
RESERVE	0.3	0.2	0.4	2.3	1.6	5.8	3.2	1.3	0.0	1.7	2.5	0.0	1.3	1.4	2.1	0.0	1.7	2.4	0.0		
NATIONAL GUARD	0.0	0.0	0.1	0.7	0.5	1.5	1.7	0.1	0.1	0.0	0.0	0.0	0.0	1.2	1.5	0.4	0.3	0.4	0.0		
NOT APPLICABLE (SKIPPED OUT)	97.9	97.8	98.0	88.3	91.6	50.4	80.6	96.9	98.4	93.7	90.3	100.0	90.2	86.7	95.5	89.1	85.0	98.0	93.6	91.3	99.0
Don't Know	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or IHP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YPROBMIL -- IP7 PROB OF Y SERVING IN MILITARY (Variable 152)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I		Region II		Region III		Region IV					
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
DEFINITELY	1.4	0.8	2.0	6.8	5.2	40.1	10.2	1.2	2.1	4.7	7.3	0.0	6.2	6.9	5.2	5.3	7.2	1.3	4.3	5.7	1.0
PROBABLY	7.4	5.4	9.8	25.1	19.8	50.3	52.4	10.1	6.2	17.4	20.1	12.5	18.1	26.2	6.1	24.0	31.2	8.3	20.4	23.5	13.2
PROBABLY NOT	38.0	36.2	40.1	40.1	40.1	7.8	29.9	55.1	20.7	41.2	43.8	36.2	39.0	38.7	39.5	38.5	33.9	48.3	41.7	43.7	37.0
DEFINITELY NOT	53.1	57.5	48.0	27.7	34.6	1.8	6.5	33.6	71.0	36.2	28.4	50.8	36.6	28.2	49.2	32.2	27.7	42.1	32.8	26.0	48.8
Don't Know	0.2	0.2	0.1	0.4	0.3	0.0	1.0	0.1	0.0	0.4	0.4	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.1	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	++ = Definitely not
+ = Probably	+ = Probably not
- = Definitely	- = Definitely not

YPROBCOL -- IP14 PROB OF Y GOING TO COLLEGE (Variable 153)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
DEFINITELY	84.6	78.8	91.4	63.8	73.3	69.0	62.1	75.5	80.9	77.1	69.3	91.6	73.7	61.2	92.4	70.9	61.4	91.7	70.0	61.9	89.1
PROBABLY	12.9	17.1	7.9	36.2	26.5	31.0	37.9	24.5	19.1	22.9	30.7	8.4	26.1	38.8	7.1	28.2	38.6	5.6	30.0	38.1	10.9
PROBABLY NOT	1.8	2.7	0.8	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.5	0.8	0.0	2.7	0.0	0.0	0.0
DEFINITELY NOT	0.8	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not



YPROBARO -- IP11 PROB OF Y TAKING ROTC COLLEGE CLASS (Variable 155)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
						++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
DEFINITELY	1.4	1.1	1.8	7.0	5.2	100.0	0.0	0.0	0.0	6.0	8.4	1.4	4.9	6.4	2.6	5.3	7.3	0.9	4.3	5.2	2.2
PROBABLY	8.2	5.1	11.1	23.2	19.1	0.0	100.0	0.0	0.0	18.2	19.0	16.6	17.6	25.4	6.0	19.2	25.3	6.1	22.0	24.3	16.6
PROBABLY NOT	48.6	43.1	54.9	50.3	51.9	0.0	0.0	100.0	0.0	54.9	54.3	56.0	51.1	46.8	57.5	49.6	47.2	54.8	51.2	52.2	48.8
DEFINITELY NOT	37.9	44.8	29.8	16.9	21.4	0.0	0.0	0.0	100.0	19.6	16.2	26.0	23.6	19.3	30.1	21.9	16.5	33.6	20.5	15.9	31.3
NOT APPLICABLE (SKIPPED OUT)	2.6	4.1	0.8	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.5	0.8	0.0	2.7	0.0	0.0	0.0
Don't Know	1.4	1.3	1.6	2.6	2.2	0.0	0.0	0.0	0.0	1.3	2.0	0.0	2.5	2.1	3.3	3.1	3.7	1.8	2.1	2.5	1.1
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)		
Randomization/rotation	0	
Instrument change	0	
Other	0	
Total missing	0	

NATIONAL SAMPLES		
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:		
CI -- College Influencers: college juniors and seniors		
CM -- College Market: freshmen and sophomores in 4-year colleges		
HSM -- High School Market: college-oriented high school juniors and seniors		

OFFICER MARKETS (HSM + CM)		
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:		
++ = Definitely	+	Probably
- = Probably	--	Definitely not



YPROBVOC -- IP16 PROB OF Y GOING TO VO/TECH SCHOOL (Variable 156)

Responses	National										Officer Markets (HSM + CM)											
	College			HSM			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV		
	Total	CI	CM	HSM	++	+		-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
DEFINITELY	3.2	3.2	3.2	8.8	6.9	17.1	10.1	5.2	5.9	8.4	9.6	6.1	7.5	11.0	2.4	5.6	7.2	2.0	5.6	7.4	1.3	
PROBABLY	6.4	6.0	7.0	28.8	21.3	29.4	28.5	21.2	13.0	16.9	23.1	5.4	19.6	27.2	8.1	23.6	31.9	5.4	27.1	34.5	9.9	
PROBABLY NOT	36.0	30.0	43.0	37.7	39.5	35.9	37.2	45.1	29.1	41.3	38.9	45.7	40.0	39.5	40.7	36.6	33.6	43.1	40.0	39.0	42.3	
DEFINITELY NOT	54.0	60.7	46.1	23.8	31.5	15.8	23.0	27.9	51.6	31.9	27.1	40.9	32.6	21.7	48.8	34.2	27.2	49.4	26.0	17.3	46.5	
Don't Know	0.4	0.2	0.6	0.9	0.8	1.8	1.1	0.6	0.5	1.5	1.3	2.0	0.4	0.7	0.0	0.0	0.0	0.0	1.2	1.7	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or OEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YPROBEMP -- IP12 PROB OF Y WORKING IN CIVILIAN JOB (Variable 157)

Responses	National			Officer Markets (HSM + CM)											
	College			Total			Region I			Region II			Region III		
	Total	CI	CM	HSM	CM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
DEFINITELY	56.8	59.3	53.9	38.6	43.9	31.2	36.7	44.2	53.2	43.3	36.5	56.2	39.0	34.6	45.5
PROBABLY	34.3	31.4	37.7	46.5	43.5	28.4	46.7	47.5	34.7	43.3	46.5	37.4	46.8	49.8	42.2
PROBABLY NOT	6.4	7.3	5.3	11.6	9.4	30.5	13.4	7.2	6.4	10.6	13.4	5.3	10.9	13.5	7.0
DEFINITELY NOT	1.7	1.1	2.5	3.0	2.8	9.8	2.6	1.1	5.3	2.4	3.0	1.2	3.1	1.7	5.3
Don't Know	0.7	0.9	0.5	0.3	0.4	0.0	0.6	0.0	0.5	0.4	0.6	0.0	0.3	0.5	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YFULPAR -- IP13 WORK PLANS FULL-TIME OR PART-TIME (Variable 158)

Responses	National			Officer Markets (HSM + CM)												Region IV		
	College			Total			RDT Course Propensity			Region I			Region II			Region III		
	Total	CI	CM	Total	HSM	CM	++	+	-	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
FULL-TIME	72.8	80.4	63.8	52.3	56.2	34.8	51.9	58.8	59.5	59.4	53.8	70.0	53.3	49.8	58.5	57.1	54.4	62.9
PART-TIME	17.9	9.9	27.2	31.7	30.2	24.2	30.6	31.8	28.0	26.4	28.3	22.9	31.2	33.6	27.6	31.8	30.9	33.8
NOT APPLICABLE (SKIPPED OUT)	8.8	9.3	8.3	14.9	12.6	40.3	16.6	8.4	12.1	13.4	17.0	6.5	14.3	15.6	12.3	10.3	13.6	3.3
Don't Know	0.5	0.4	0.6	1.1	1.0	0.7	0.9	1.1	0.4	0.8	0.9	0.6	1.2	0.9	1.6	0.8	1.1	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or RHP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YPSAMOCC -- IP2 PLAN TO BE IN SAME OR DIFFERENT JOB (Variable 159)

Responses	National			Officer Markets (HSM + CM)																	
	College			HSM	Total Market	RTTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
SAME OCCUPATION	15.0	16.2	13.6	5.1	8.0	4.1	4.3	9.4	9.4	8.6	6.1	13.4	6.7	5.1	9.2	8.7	4.0	19.1	7.8	5.2	14.1
NFW OCCUPATION	29.1	34.9	22.3	21.3	21.6	11.9	20.0	22.8	22.6	22.6	22.6	22.6	23.0	23.5	22.3	16.6	18.2	12.9	24.7	20.8	33.8
NOT APPLICABLE (SKIPPED OUT)	55.4	48.2	63.9	73.0	69.9	84.0	75.0	67.5	67.4	68.6	71.1	64.0	69.9	71.5	67.7	74.7	77.8	67.9	65.8	71.6	52.2
Don't Know	0.5	0.7	0.2	0.6	0.5	0.0	0.7	0.2	0.6	0.1	0.2	0.0	0.3	0.0	0.8	0.0	0.0	0.0	1.7	2.4	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	373	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YPROBAR -- IP8 PROB OF Y SERVING ARMY ACTIVE DUTY (Variable 162)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
DEFINITELY	0.8	0.2	1.5	4.0	3.1	27.2	4.8	1.3	0.4	2.5	3.1	1.3	3.6	4.0	3.0	4.4	6.1	0.8	1.9	2.7	0.0
PROBABLY	3.4	2.4	4.5	13.9	10.7	30.6	33.1	4.3	1.0	8.1	10.1	4.3	11.0	16.1	3.3	13.8	18.5	3.5	10.4	11.3	8.3
PROBABLY NOT	39.4	34.6	45.1	48.5	47.4	25.4	44.2	60.4	22.7	50.3	53.9	43.6	43.7	45.2	41.5	47.2	43.8	54.6	47.8	50.4	41.4
DEFINITELY NOT	56.1	62.6	48.6	32.9	38.3	16.8	17.1	33.5	75.5	38.4	32.1	50.2	41.2	34.1	51.7	34.6	31.6	41.1	38.9	34.1	50.3
Don't Know	0.3	0.3	0.3	0.7	0.5	0.0	0.7	0.5	0.3	0.7	0.8	0.6	0.5	0.5	0.4	0.0	0.0	0.0	1.0	1.4	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted Count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+	= Probably
--	= Definitely not

YPROBANG -- IP9 PROB OF Y SERVING ARMY NATL GUARD (Variable 163)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I		Region II		Region III		Region IV					
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
DEFINITELY	0.3	0.0	0.6	2.0	1.5	14.3	2.1	0.6	0.2	1.3	1.6	0.8	1.1	1.1	1.1	2.1	3.0	0.0	1.5	2.2	0.0
PROBABLY	4.3	3.9	4.8	12.0	9.5	13.5	29.0	5.0	2.1	7.5	8.7	5.5	9.2	11.7	5.4	13.2	17.5	3.9	8.5	10.4	4.0
PROBABLY NOT	43.6	38.9	49.1	52.0	51.0	49.2	45.7	64.2	22.6	54.0	59.3	44.1	47.8	49.4	45.5	49.3	45.1	58.3	52.7	53.1	51.7
DEFINITELY NOT	51.5	56.7	45.5	33.4	37.6	23.0	21.8	30.2	75.1	36.9	30.1	49.6	41.5	37.1	48.1	35.1	33.8	37.8	36.9	33.7	44.3
Don't Know	0.3	0.6	0.0	0.6	0.4	0.0	1.4	0.0	0.0	0.3	0.4	0.0	0.4	0.7	0.0	0.4	0.6	0.0	0.4	0.6	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/Rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or OIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- -- report: intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YPROBARV -- IPI0 PROB OF Y SERVING IN ARMY RESERVE (Variable 164)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	RUTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
DEFINITELY	0.2	0.0	0.4	2.5	1.8	20.8	3.3	0.1	0.0	1.9	2.2	1.3	2.1	3.5	0.0	1.7	2.5	0.0	1.2	1.7	0.0
PROBABLY	5.9	4.8	7.3	13.9	11.6	18.8	34.2	6.2	3.1	11.6	12.9	9.3	8.7	11.5	4.5	14.2	17.9	6.3	12.2	13.2	9.6
PROBABLY NOT	47.4	44.6	50.6	53.5	52.5	39.4	47.3	66.7	24.7	53.6	56.2	48.8	50.5	51.3	49.3	53.4	52.2	56.0	52.2	53.6	48.8
DEFINITELY NOT	46.4	50.4	41.6	29.2	33.5	19.1	14.0	26.9	72.2	32.8	28.6	40.6	37.7	32.3	45.7	30.1	26.6	37.6	33.5	30.0	41.6
Don't Know	0.2	0.2	0.1	0.9	0.6	1.9	1.3	0.1	0.0	0.1	0.2	0.0	1.0	1.3	0.4	0.6	0.8	0.0	1.0	1.4	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI	-- College Influencers: college juniors and seniors
CM	-- College Market: freshmen and sophomores in 4-year colleges
HSM	-- High School Market: college-oriented high school juniors and seniors

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	= "Very likely"
+	= "Probably not"
--	= "Definitely not"

YPROBCOM -- IP11A PROB OF OFFICER COMMISSION IN ROTC (Variable 165)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	RTCC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
DEFINITELY	1.0	1.2	0.8	2.6	2.0	19.7	3.1	0.6	0.3	1.9	3.0	0.0	2.6	3.0	2.1	1.9	2.8	0.0	1.5	1.7	1.0
PROBABLY	4.3	2.6	6.2	16.9	13.3	45.0	40.8	4.3	2.4	11.7	13.3	8.7	12.2	16.3	5.9	15.8	21.9	2.4	13.9	16.7	7.3
PROBABLY NOT	38.5	35.4	42.0	49.9	47.2	23.6	40.3	63.4	20.0	48.2	54.3	36.7	45.1	51.8	35.1	45.9	42.8	52.7	49.9	50.4	48.7
DEFINITELY NOT	53.0	56.5	49.0	28.7	35.7	10.3	12.3	30.9	76.7	37.2	28.5	53.5	38.4	27.2	55.1	34.4	31.2	41.2	31.8	27.8	41.3
NOT APPLICABLE (SKIPPED OUT)	2.6	4.1	0.8	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.5	0.6	0.0	2.7	0.0	0.0	0.0
Don't Know	0.7	0.2	1.2	1.8	1.6	1.5	3.4	0.8	0.6	1.0	0.9	1.1	1.6	1.8	1.4	1.7	1.3	0.9	2.9	3.4	1.7
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16-	to 24-year-old males living in continental US, who are NPS, not in service or NIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:
CI	-- College Influences: college juniors and seniors
CM	-- College Market: freshmen and sophomores in 4-year colleges
HSM	-- High School Market: college-oriented high school juniors and seniors

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	= Definitely
+	= Probably
--	= Definitely not



YPSCHFUL -- IP17 Y MOST LIKELY: FULL-TIME SCHOOL (Variable 166)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	84.5	79.3	90.7	82.6	85.4	79.3	79.1	87.9	86.7	86.3	83.8	90.9	85.0	81.2	90.8	83.8	81.7	88.3	86.4	83.4	93.3
NO	15.2	20.3	9.3	16.7	14.2	20.7	19.3	11.9	13.2	13.7	16.2	9.1	13.5	16.4	9.2	16.1	18.1	11.7	13.3	16.1	6.7
Don't Know	0.1	0.2	0.0	0.7	0.5	0.0	1.7	0.2	0.2	0.0	0.0	0.0	1.5	2.4	0.0	0.1	0.2	0.0	0.3	0.4	0.0
Refused	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	++ = Probably not
+ = Probably	-- = Definitely not

YPSCHPRT -- IP17 Y MOST LIKELY: PART-TIME SCHOOL (Variable 167)

Responses	National										Officer Markets (HSM + CM)															
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV								
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM					
YES	9.9	10.7	9.0	9.6	9.4	10.1	11.9	8.4	10.1	8.6	9.0	7.8	8.2	6.7	10.5	11.0	11.5	10.1	10.1	11.5	6.8					
NO	89.9	88.8	91.0	89.7	90.1	89.9	86.5	91.4	89.8	91.4	91.0	92.2	90.3	90.9	89.5	88.8	88.4	89.9	89.6	88.1	93.7					
Don't Know	0.1	0.2	0.0	0.7	0.5	0.0	1.7	0.2	0.2	0.0	0.0	0.0	1.5	2.4	0.0	0.1	0.2	0.0	0.3	0.4	0.0					
Refused	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0					
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83					

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YPWRKFUL -- IP17 Y MOST LIKELY: FULL-TIME WORK (Variable 168)

Responses	National			Officer Markets (HSM + CM)																		
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM			++	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM		
YES	25.6	31.5	18.7	12.9	14.9	10.2	15.3	15.2	14.5	18.1	14.2	25.5	15.3	14.2	16.9	14.3	12.9	17.3	10.5	9.9	11.7	
NO	74.2	68.0	81.3	86.4	84.6	89.8	83.0	84.6	85.3	81.9	85.8	74.5	83.3	83.4	83.1	85.6	86.9	82.7	89.2	89.6	88.3	
Don't Know	0.1	0.2	0.0	0.7	0.5	0.0	1.7	0.2	0.2	0.0	0.0	0.0	0.0	1.5	2.4	0.0	0.1	0.2	0.0	0.3	0.4	0.0
Refused	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YPWRKPRT -- IP17 Y MOST LIKELY: PART-TIME WORK (Variable 169)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	43.0	40.1	46.3	50.2	48.9	43.9	49.1	50.6	45.7	46.3	49.1	41.1	46.3	51.5	38.6	49.1	47.2	53.2	55.6	54.0	59.1
NO	56.8	59.4	53.7	49.1	50.7	56.1	49.2	49.2	54.1	53.7	50.9	58.9	52.2	46.1	61.4	50.8	52.6	46.8	44.1	45.5	40.9
Don't Know	0.1	0.2	0.0	0.7	0.5	0.0	1.7	0.2	0.2	0.0	0.0	0.0	1.5	2.4	0.0	0.1	0.2	0.0	0.3	0.4	0.0
Refused	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	--- = Definitely not

YPSRVMIL -- IP17 Y MOST LIKELY: MILITARY (Variable 1'0)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Prof. Inst.			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	1.3	0.5	2.3	5.2	4.2	24.6	7.7	2.2	1.2	2.7	3.9	0.6	4.3	5.2	3.1	4.8	5.4	3.6	5.3	6.7	2.1
NO	98.4	99.0	97.7	94.1	95.4	75.4	90.6	97.6	98.7	97.3	96.1	99.4	94.2	92.4	96.9	95.0	94.4	96.4	94.4	92.9	97.9
Don't Know	0.1	0.2	0.0	0.7	0.5	0.0	1.7	0.2	0.2	0.0	0.0	0.0	1.5	2.4	0.0	0.1	0.2	0.0	0.3	0.4	0.0
Refused	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YPHOMEMK -- IP17 Y MOST LIKELY: HOMEMAKER (Variable 171)

Respo ses	National										Officer Markets (HSM + CM)															
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV							
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM					
	99.7	99.5	100.0	99.3	99.5	100.0	98.3	99.8	99.8	100.0	100.0	100.0	98.5	97.6	100.0	99.9	99.8	100.0	99.7	99.6	100.0					
NO																										
Don't Know	0.1	0.2	0.0	0.7	0.5	0.0	1.7	0.2	0.2	0.0	0.0	0.0	1.5	2.4	0.0	0.1	0.2	0.0	0.3	0.4	0.0					
Refused	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0						
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83					

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or NIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	--- = Definitely not

YPOTH -- IP17 Y MOST LIKELY: OTHER (Variable 172)

Resp inses	National					Officer Markets (HSM + CM)															
	College			HSM	Total Market	RUTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	12.8	13.0	12.6	13.4	13.1	17.7	13.3	12.5	14.1	14.8	14.3	15.8	10.3	11.6	8.4	13.8	16.1	8.8	13.3	10.8	19.3
NO	86.9	86.5	87.4	85.9	86.4	82.3	85.0	87.3	85.8	85.2	85.7	84.2	88.2	86.0	91.6	86.1	83.7	91.2	86.4	88.8	80.7
Don't Know	0.1	0.2	0.0	0.7	0.5	0.0	1.7	0.2	0.2	0.0	0.0	0.0	1.5	2.4	0.0	0.1	0.2	0.0	0.3	0.4	0.0
Refused	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
:6- to 24-year-old males living in continental US, who are NPS, not in service or OIP, non-institutionalized not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	= Probably
-	= Definitely not

YPROBTAR -- IP20 PROB Y WILL TALK ABOUT ARMY (Variable 173)

Responses	National			Officer Markets (HSM + LM)											
	College		Total Market	ROTC Course Propensity			Region I			Region II			Region III		
	Total	CM		++	+	-	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
DEFINITELY	6.8	6.9	6.6	15.9	12.7	47.2	28.9	7.6	2.1	13.1	17.1	5.8	12.4	15.2	8.1
PROBABLY	13.3	11.0	15.9	27.2	23.3	21.1	45.1	21.4	8.9	20.4	24.6	12.5	22.3	27.5	14.6
PROBABLY NOT	41.4	38.6	44.6	37.4	39.9	23.2	17.0	53.4	30.4	41.2	37.6	48.0	38.3	37.2	39.9
DEFINITELY NOT	38.6	43.4	32.9	19.3	24.0	8.5	9.1	17.4	58.6	25.0	20.3	33.8	27.0	20.1	37.3
Don't Know	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.3	0.5	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	419	464	1239	1703	84	354	881	339	485	353	132	493	341	152

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+	Probably
--	Definitely not



YPROBADO -- IP21 PROB Y WILL DO SOMETHING ABOUT ARMY (Variable 174)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
DEFINITELY	3.4	2.2	4.9	10.4	8.5	40.6	18.0	4.9	0.9	7.3	8.8	4.3	10.1	11.6	7.8	10.3	12.7	5.1	6.2	8.4	1.0
PROBABLY	7.7	6.0	9.7	25.2	19.9	24.4	46.8	15.5	5.7	19.9	24.2	11.9	16.7	22.4	8.0	22.8	28.4	10.6	20.4	25.9	7.5
PROBABLY NOT	38.4	35.4	41.8	39.7	40.4	24.5	25.7	53.7	23.4	38.2	39.6	35.6	37.9	41.3	32.9	44.3	38.6	56.7	42.0	39.4	48.3
DEFINITELY NOT	50.4	56.5	43.2	24.3	30.8	10.5	8.8	25.9	69.6	34.4	27.0	48.2	35.2	24.3	51.3	22.2	19.7	27.5	30.8	26.2	41.6
Don't Know	0.1	0.0	0.3	0.4	0.3	0.0	0.7	0.1	0.5	0.3	0.4	0.0	0.2	0.3	0.0	0.4	0.5	0.0	0.7	0.3	1.6
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

**YPTHOTM -- IP18 EVER THOUGHT ABOUT JOINING MILITARY**

Responses	National				Officer Markets HSM + CMH																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	63.7	60.9	66.9	72.1	70.3	96.9	92.7	68.3	49.7	67.1	66.0	69.1	68.5	72.6	62.3	73.6	76.3	67.8	73.2	74.8	69.4
NO	36.3	39.1	33.1	27.9	29.7	3.1	7.3	31.7	50.3	32.9	34.0	30.9	31.5	27.4	37.7	26.4	23.7	32.2	26.8	25.2	30.6
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

## NATIONAL SAMPLES

16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college HNTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

CI -- College Influencers: college juniors and seniors

CM -- College Market: freshmen and sophomores in 4-year colleges

**USM -- High School Market: college-oriented high school juniors and seniors**

## OFFICER MARKETS (ISM + CM)

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC.

++ = Definitely      - = Probably not

	Probability	Definitely not
1	0.0000	0.0000
2	0.0000	0.0000
3	0.0000	0.0000
4	0.0000	0.0000
5	0.0000	0.0000
6	0.0000	0.0000
7	0.0000	0.0000
8	0.0000	0.0000
9	0.0000	0.0000
10	0.0000	0.0000
11	0.0000	0.0000
12	0.0000	0.0000
13	0.0000	0.0000
14	0.0000	0.0000
15	0.0000	0.0000
16	0.0000	0.0000
17	0.0000	0.0000
18	0.0000	0.0000
19	0.0000	0.0000
20	0.0000	0.0000
21	0.0000	0.0000
22	0.0000	0.0000
23	0.0000	0.0000
24	0.0000	0.0000
25	0.0000	0.0000
26	0.0000	0.0000
27	0.0000	0.0000
28	0.0000	0.0000
29	0.0000	0.0000
30	0.0000	0.0000
31	0.0000	0.0000
32	0.0000	0.0000
33	0.0000	0.0000
34	0.0000	0.0000
35	0.0000	0.0000
36	0.0000	0.0000
37	0.0000	0.0000
38	0.0000	0.0000
39	0.0000	0.0000
40	0.0000	0.0000
41	0.0000	0.0000
42	0.0000	0.0000
43	0.0000	0.0000
44	0.0000	0.0000
45	0.0000	0.0000
46	0.0000	0.0000
47	0.0000	0.0000
48	0.0000	0.0000
49	0.0000	0.0000
50	0.0000	0.0000
51	0.0000	0.0000
52	0.0000	0.0000
53	0.0000	0.0000
54	0.0000	0.0000
55	0.0000	0.0000
56	0.0000	0.0000
57	0.0000	0.0000
58	0.0000	0.0000
59	0.0000	0.0000
60	0.0000	0.0000
61	0.0000	0.0000
62	0.0000	0.0000
63	0.0000	0.0000
64	0.0000	0.0000
65	0.0000	0.0000
66	0.0000	0.0000
67	0.0000	0.0000
68	0.0000	0.0000
69	0.0000	0.0000
70	0.0000	0.0000
71	0.0000	0.0000
72	0.0000	0.0000
73	0.0000	0.0000
74	0.0000	0.0000
75	0.0000	0.0000
76	0.0000	0.0000
77	0.0000	0.0000
78	0.0000	0.0000
79	0.0000	0.0000
80	0.0000	0.0000
81	0.0000	0.0000
82	0.0000	0.0000
83	0.0000	0.0000
84	0.0000	0.0000
85	0.0000	0.0000
86	0.0000	0.0000
87	0.0000	0.0000
88	0.0000	0.0000
89	0.0000	0.0000
90	0.0000	0.0000
91	0.0000	0.0000
92	0.0000	0.0000
93	0.0000	0.0000
94	0.0000	0.0000
95	0.0000	0.0000
96	0.0000	0.0000
97	0.0000	0.0000
98	0.0000	0.0000
99	0.0000	0.0000
100	0.0000	0.0000

YBAEVRREC -- BE1A Y EVER TALK WITH MILITARY RECRUITER (Variable 176)

Responses	National			Officer Markets (HSM + CM)											
	College			Region I			Region II			Region III			Region IV		
	Total	CI	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	56.4	53.3	60.0	48.4	52.4	50.1	47.3	55.4	54.0	53.3	55.1	47.2	41.7	59.0	60.2
NO	43.6	46.7	40.0	51.6	47.6	49.9	52.7	44.6	46.0	46.7	44.9	52.8	58.3	41.0	39.8
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	485	353	132	493	341	152	378	281	97	347

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably
+ = Probably	-- = Definitely not

YBATALK -- BE1 Y TALK ABOUT JOINING ARMY PAST 6 MO (Variable 177)

Responses	National														Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV								
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM					
	15.5	9.4	22.6	36.7	31.8	54.4	52.5	27.5	17.9	28.2	32.7	19.7	30.4	36.5	21.2	37.9	40.5	32.2	31.7	37.7	17.5					
YES	84.4	90.6	77.2	63.2	68.0	45.6	47.5	72.2	81.9	71.8	67.3	80.3	69.6	63.5	78.8	61.6	59.1	67.1	68.2	62.1	82.5					
NO																										
Don't Know	0.1	0.0	0.2	0.1	0.2	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.4	0.8	0.1	0.2	0.0					
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0					
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83					

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are MPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YBAFREN -- BE2 Y DISCUSS ARMY WITH FRIENDS (Variable 178)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	5.7	4.3	7.3	11.6	10.1	19.1	19.4	7.9	5.0	8.9	9.8	7.3	7.7	9.1	5.5	13.1	14.7	9.7	11.2	12.9	7.2
NO	9.7	5.1	14.9	25.0	21.5	35.3	33.1	19.6	12.3	18.7	22.6	11.3	22.7	27.4	15.7	24.7	25.8	22.4	20.5	24.8	10.2
NOT APPLICABLE (SKIPPED OUT)	84.5	90.6	77.4	63.3	68.2	45.6	47.5	72.5	82.1	71.8	67.3	80.3	69.6	63.5	78.8	62.1	59.5	67.8	68.3	62.3	82.5
Don't Know	0.1	0.0	0.3	0.1	0.2	0.0	0.0	0.1	0.7	0.6	0.4	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

## YBAMOM -- BE2 Y DISCUSS ARMY WITH MOTHER

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	RTTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	2.5	1.0	4.2	8.9	7.3	18.8	14.7	4.4	4.9	5.4	5.8	4.6	5.7	8.0	2.1	10.9	13.0	6.3	7.6	8.9	4.4
NO	12.9	8.4	18.1	27.7	24.4	35.5	37.8	23.1	12.4	22.2	26.6	14.1	24.7	28.4	19.1	27.0	27.5	25.9	24.1	28.8	13.1
NOT APPLICABLE (SKIPPED OUT)	84.5	90.6	77.4	63.3	68.2	45.6	47.5	72.5	82.1	71.8	67.3	80.3	69.6	63.5	78.8	62.1	59.5	67.8	68.3	62.3	82.5
Don't Know	0.1	0.0	0.3	0.1	0.2	0.0	0.0	0.1	0.7	0.6	0.4	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

**NATIONAL SAMPLES**

16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, and not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:

CI --- College influencers: college juniors and seniors

CM --- College Market: freshmen and sophomores in 4-year colleges

HSM --- High School Market: college-oriented high school juniors and seniors

**OFFICER MARKETS (HSM + CM)**

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:

++ = Definitely      -- = Probably not  
+ = Probably        -- = Definitely not

YBADAD -- BE2 Y DISCUSS ARMY WITH FATHER

Responses	National										Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
YES	2.7	1.1	4.6	10.7	8.6	19.7	19.4	4.9	4.8	7.6	8.2	6.4	6.8	9.5	2.7	11.3	13.9	5.5	9.0	11.4	3.3	
NO	12.6	8.3	17.7	25.9	23.1	34.7	33.1	22.5	12.5	20.0	24.2	12.2	23.6	27.0	18.4	26.6	26.6	26.7	22.7	26.3	14.2	
NOT APPLICABLE (SKIPPED OUT)	84.5	90.6	77.4	63.3	68.2	45.6	47.5	72.5	82.1	71.8	67.3	80.3	69.6	63.5	78.8	62.1	59.5	67.8	68.3	62.3	82.5	
Don't Know	0.1	0.0	0.3	0.1	0.2	0.0	0.0	0.1	0.7	0.6	0.4	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83	

MIS:ING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

**NATIONAL SAMPLES**

16- to 24-year-old males living in continental US, who are NPS, not in service or OEP, non-institutionalized, and not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

CI --- College Influencers: college juniors and seniors

CM --- College Market: freshmen and sophomores in 4-year colleges

HSM --- High School Market: college-oriented high school juniors and seniors

**OFFICER MARKETS (HSM + CM)**

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propriety -- reported intention to enroll in at least one college course offered by Army ROTC:

+ + = Definitely      - = Probably not  
 + = Probably        - + = Definitely not

YBASIB -- BE2 Y DISCUSS ARMY WITH BROTHER/SISTER (Variable 181)

Responses	National			Officer Markets (HSM + CM)											
	College			Total			Region I			Region II			Region III		
	Total	CI	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	1.0	0.5	1.6	2.6	3.1	2.1	3.6	4.0	2.9	1.6	2.4	0.5	1.8	2.7	0.0
NO	14.4	8.9	20.7	33.5	29.1	15.2	23.9	28.3	15.7	28.7	34.1	20.7	36.0	37.8	32.2
NOT APPLICABLE (SKIPPED OUT)	84.5	90.6	77.4	63.3	68.2	82.1	71.8	67.3	80.3	69.6	63.5	78.8	62.1	59.5	67.8
Don't know	0.1	0.0	0.3	0.1	0.2	0.7	0.6	0.4	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	339	485	353	132	493	341	152	378	281	97

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or OEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC Administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not



# YBAREL -- BE2 Y DISCUSS ARMY WITH OTH RELATIVE (Variable 182)

Responses	National					Officer Markets (HSM + CM)															
	College			HSM	Total Market	RUTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	1.4	0.6	2.5	2.8	2.7	9.5	4.5	2.0	1.0	2.9	2.8	3.1	2.2	3.3	0.4	2.1	2.4	1.5	3.6	2.5	6.2
NO	13.9	8.8	19.8	33.8	29.0	44.8	48.0	25.4	16.3	24.7	29.5	15.6	28.2	33.2	20.8	35.7	38.1	30.7	28.1	35.3	11.3
NOT APPLICABLE (SKIPPED OUT)	84.5	90.6	77.4	63.3	68.2	45.6	47.5	72.5	82.1	71.8	67.3	80.3	69.6	63.5	78.8	62.1	59.5	67.8	68.3	62.3	82.5
Don't Know	0.1	0.0	0.3	0.1	0.2	0.0	0.0	0.1	0.7	0.6	0.4	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YBASPOU -- BE2 Y DISCUSS ARMY WITH SPOUSE (Variable 183)

Responses	National						Officer Markets (HSM + CM)												Region IV			
	College			HSM	Total Market	ROTC Course Propensity					Region I			Region II			Region III			Total	HSM	CM
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM				
YES	0.7	0.1	1.3	0.8	0.9	1.3	0.9	1.2	0.4	0.2	0.3	0.0	1.5	0.7	2.6	1.4	1.0	2.3	0.8	1.2	0.0	
NO	14.7	9.3	21.0	35.8	30.7	53.1	51.6	26.3	16.9	27.4	32.1	18.6	28.9	35.8	18.6	36.5	39.5	29.8	30.9	36.6	17.5	
NOT APPLICABLE (SKIPPED OUT)	84.5	90.6	77.4	63.3	68.2	45.6	47.5	72.5	82.1	71.8	67.3	80.3	69.6	63.5	78.8	62.1	59.5	67.8	68.3	62.3	82.5	
Don't Know	0.1	0.0	0.3	0.1	0.2	0.0	0.0	0.1	0.7	0.6	0.4	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YBATEAC -- BE2 Y DISCUSS ARMY WITH TEACHER (Variable 184)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	RDTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	0.2	0.2	0.2	3.4	2.3	11.1	4.9	1.1	0.8	1.3	2.1	0.0	1.2	1.9	0.0	3.9	5.7	0.0	3.1	3.9	1.1
NO	15.2	9.2	22.1	33.2	29.4	43.3	47.6	26.3	16.5	26.2	30.3	18.6	29.2	34.6	21.2	34.0	34.8	32.2	28.6	33.9	16.4
NOT APPLICABLE (SKIPPED OUT)	84.5	90.6	77.4	63.3	68.2	45.6	47.5	72.5	82.1	71.8	67.3	80.3	69.6	63.5	78.8	62.1	59.5	67.8	68.3	62.3	82.5
Don't Know	0.1	0.0	0.3	0.1	0.2	0.0	0.0	0.1	0.7	0.6	0.4	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YBACOUN -- BE2 Y DISCUSS ARMY WITH SCH COUNSLR (Variable 185)

Responses	National										Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV			
	Total	CI	CI <sub>0</sub>			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
YES	0.4	0.5	0.3	1.9	1.3	6.4	2.5	0.9	0.3	1.2	1.9	0.0	1.4	2.4	0.0	1.4	1.8	0.4	1.3	1.2	1.3	
NO	14.9	8.9	21.9	34.7	30.3	48.0	50.0	26.6	17.0	26.3	30.5	18.6	28.9	34.1	21.2	36.5	38.7	31.8	30.4	36.5	16.2	
NOT APPLICABLE (SKIPPED OUT)	84.5	90.6	77.4	63.3	68.2	45.6	47.5	72.5	82.1	71.8	67.3	80.3	69.6	63.5	78.8	62.1	59.5	67.8	68.3	62.3	82.5	
Don't Know	0.1	0.0	0.3	0.1	0.2	0.0	0.0	0.1	0.7	0.6	0.4	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are ROTC, not in service or RHP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YBAREC -- BE2 Y DISCUSS ARMY WITH RECRUITER (Variable 186)

Responses	National			Officer Markets (HSM + CM)																		
	College			HSM	Total Market	RUTC Course Propensity				Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
YES	10.1	5.2	16.0	21.5	19.6	40.2	30.2	17.0	10.7	--	18.6	21.3	13.4	21.7	26.1	15.1	19.6	17.1	25.0	18.7	22.4	10.1
NO	5.2	4.3	6.3	15.0	12.0	14.2	22.3	10.5	6.6		9.0	11.0	5.2	8.6	10.4	6.1	18.3	23.4	7.2	13.0	15.4	7.3
NOT APPLICABLE (SKIPPED OUT)	84.5	90.6	77.4	63.3	68.2	45.6	47.5	72.5	82.1		71.8	67.3	80.3	69.6	63.5	78.8	62.1	59.5	67.8	68.3	62.3	82.5
Don't Know	0.1	0.0	0.3	0.1	0.2	0.0	0.0	0.1	0.7		0.6	0.4	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339		485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or IUP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	++ = Probably not
+ = Probably	+ = Definitely not

# YBACOW -- BE2 Y DISCUSS ARMY WITH CO-WORKER (Variable 187)

Responses	National											Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV				
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM		
YES	0.0	0.1	0.0	0.2	0.1	1.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.3	0.4	0.0
NO	15.3	9.3	22.3	36.4	31.5	53.4	52.5	27.3	17.3	27.6	32.4	18.6	30.1	36.1	21.2	37.9	40.5	32.2	31.4	37.3	17.5		
NOT APPLICABLE (SKIPPED OUT)	84.5	90.6	77.4	63.3	68.2	45.6	47.5	72.5	82.1	71.8	67.3	80.3	69.6	63.5	78.8	62.1	59.5	67.8	68.3	62.3	82.5		
Don't Know	0.1	0.0	0.3	0.1	0.2	0.0	0.0	0.1	0.7	0.6	0.4	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83		

MISSING DATA SUMMARY (Unweighted count)		
Randomization/rotation	0	
Instrument change	0	
Other	0	
Total missing	0	

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or REP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix III) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YBABOSS -- BE2 Y DISCUSS ARMY WITH EMPLOYER (Variable 188)

Responses	National					Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course P.ensity				Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
YES	0.0	0.0	0.0	0.2	0.1	0.0	0.6	0.0	0.0	0.0	0.0	0.5	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
NO	15.3	9.4	22.3	36.4	31.5	54.4	51.9	27.5	17.3	27.6	32.4	18.6	29.9	35.7	21.2	37.9	40.5	32.2	31.7	37.7	17.5	
NOT APPLICABLE (SKIPPED OUT)	84.5	90.6	77.4	63.3	68.2	45.6	47.5	72.5	82.1	71.8	67.3	80.3	69.6	63.5	78.8	62.1	59.5	67.8	68.3	62.3	82.5	
Don't Know	0.1	0.0	0.3	0.1	0.2	0.0	0.0	0.1	0.7	0.6	0.4	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are MPS, not in service or NIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix III) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	= Probably
-	= Definitely not

YBAOTH -- BE2 Y DISCUSS ARMY WITH OTHERS (Variable 189)

Response:	National				Officer Markets (HSM + CM)											
	College			Total Market	RTIC Course Propensity			Region I			Region II			Region III		
	Total	CI	CM		++	+	-	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	1.2	0.8	1.6	2.1	7.6	2.9	1.6	2.5	2.2	3.2	2.1	2.3	1.8	1.4	1.7	0.7
NO	14.1	8.6	20.6	34.5	46.8	49.6	25.9	25.1	30.2	15.5	28.3	34.2	19.4	36.5	38.8	31.4
NOT APPLICABLE (SKIPPED OUT)	84.5	90.6	77.4	63.3	45.6	47.5	72.5	71.8	67.3	80.3	69.6	63.5	78.8	62.1	59.5	67.8
Don't Know	0.1	3.0	0.3	0.1	0.0	0.0	0.1	0.6	0.4	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	84	354	881	485	353	132	493	341	152	378	281	97

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, nor 4-year college graduates, have never taken a college ROTIC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTIC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not



YBAFRSCH -- BE3 WAS FRIEND Y TALKED WITH FROM SCHOOL (Variable 190)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	5.2	4.0	6.5	10.1	8.9	15.8	16.1	7.3	4.5	7.8	8.4	6.5	6.2	7.6	4.3	11.7	13.1	8.8	10.4	11.7	7.2
NO	0.5	0.3	0.8	1.4	1.2	3.3	3.3	0.6	0.5	1.1	1.3	0.8	1.4	1.6	1.2	1.4	1.6	0.9	0.8	1.2	0.0
NOT APPLICABLE (SKIPPED OUT)	94.3	95.7	92.7	88.4	89.9	80.9	80.6	92.1	95.0	91.1	90.2	92.7	92.3	90.9	94.5	86.9	85.3	90.3	88.8	87.1	92.8
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or NIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YBAFREMP -- BE4 WAS FRIEND Y TALKED WITH AT WORK (Variable 191)

Responses	National			Officer Markets (HSM + CM)											
	College			Total Market			Region I			Region II			Region III		
	Total	CI	CM	HSM	Total	Market	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	1.5	0.9	2.1	3.0	2.7	3.0	3.3	3.5	2.8	3.3	4.1	2.1	2.8	3.2	2.0
NO	4.2	3.3	5.2	8.6	7.4	8.6	5.7	6.3	4.5	4.4	5.0	3.4	10.3	11.5	7.7
NOT APPLICABLE (SKIPPED OUT)	94.3	95.7	92.7	88.4	89.9	88.4	91.1	90.2	92.7	92.3	90.9	94.5	86.9	85.3	90.3
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	1703	485	353	132	493	341	152	378	281	97

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YBAFRMIL -- BE5 WAS FRIEND Y TALKED WITH IN SERVICE (Variable 193)

Responses	National			Officer Markets (HSM + CM)																	
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	4.2	3.1	5.3	5.6	5.5	8.2	10.2	5.0	2.3	4.4	4.1	4.9	3.9	4.2	3.5	7.7	8.0	6.9	6.6	6.3	7.2
NO	1.5	1.1	2.0	5.9	4.6	10.9	9.2	2.9	2.7	4.5	5.7	2.4	3.7	4.9	2.0	5.4	6.6	2.8	4.6	6.6	0.0
NOT APPLICABLE (SKIPPED OUT)	94.3	95.7	92.7	88.4	89.9	80.9	80.6	92.1	95.0	91.1	90.2	92.7	92.3	90.9	94.5	86.9	85.3	90.3	88.8	87.1	92.8
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or OIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	= Probably
--	= Definitely not

YBAFRAR -- BE6 WAS FRIEND Y TALKED WITH IN ARMY (Variable 194)

Responses	National				Officer Markets (HSM + CM)																	
	College			HSM	Total Market	Region I			Region II			Region III			Region IV							
	Total	CI	CM			Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM					
YES	2.0	1.4	2.8	3.6	3.3	6.1	7.4	2.5	1.2	--	2.0	1.8	2.4	2.8	2.4	3.5	4.8	6.0	2.3	4.0	4.5	2.7
NO	2.1	1.7	2.6	1.9	2.2	2.1	2.8	2.4	1.1	--	2.2	2.1	2.5	1.1	1.9	0.0	2.8	2.0	4.6	2.6	1.8	4.5
NOT APPLICABLE (SKIPPED OUT)	95.8	96.9	94.7	94.4	94.5	91.8	89.8	95.0	97.7	--	95.6	95.9	95.1	96.1	95.8	96.5	92.3	92.0	93.1	93.4	93.7	92.8
Don't Know	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	--	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	--	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	--	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DFP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	Definitely
+	Probably
--	Definitely not

YBMREC -- BE7 Y TALK TO RECRUITER PAST 6 MONTHS (Variable 195)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	1.3	0.3	2.4	3.7	3.3	5.1	4.6	2.6	3.6	2.7	2.7	2.5	3.1	3.1	3.2	4.0	4.8	2.4	3.4	4.4	1.0
NO	4.1	4.0	4.2	11.4	8.9	9.0	17.7	7.9	3.7	6.9	8.6	3.8	5.5	7.2	2.9	14.3	18.6	4.8	9.6	11.0	6.3
NOT APPLICABLE (SKIPPED OUT)	94.7	95.7	93.4	84.9	87.8	85.8	77.7	89.4	92.7	90.4	88.6	93.7	91.4	89.6	93.9	81.7	76.6	92.8	87.0	84.6	92.7
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YBMRECAR -- BE8 Y TALKED TO AN ARMY RECRUITER (Variable 196)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	8.9	4.5	14.1	18.8	17.2	39.1	26.3	14.2	10.2	15.9	17.6	12.7	17.6	21.3	12.0	18.1	16.1	22.5	17.5	21.0	9.3
NO	2.4	0.9	4.1	6.4	5.6	6.3	8.5	5.2	3.7	5.3	6.4	3.2	7.0	7.5	6.3	5.2	5.7	4.1	4.6	5.8	1.9
NOT APPLICABLE (SKIPPED OUT)	88.6	94.6	81.6	74.7	77.1	54.6	65.2	80.4	85.7	78.8	75.9	84.1	75.2	70.8	81.7	76.4	78.2	72.6	77.9	73.2	88.9
Don't Know	0.1	0.0	0.2	0.1	0.1	0.0	0.0	0.1	0.3	0.0	0.0	0.0	0.3	0.5	0.0	0.3	0.0	0.9	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are MPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YBMRECAF -- BE8 Y TALKED TO AN AIR FORCE RECRUITER (Variable 197)

Responses	National														Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV							
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM					
YES	3.3	1.8	5.1	7.8	6.9	15.2	11.6	5.2	4.8	7.6	8.3	6.5	7.5	10.1	3.7	5.7	5.0	7.3	6.5	8.3	2.3					
NO	7.9	3.5	13.1	17.3	15.8	30.2	23.2	14.3	9.0	13.6	15.8	9.5	16.9	18.4	14.6	17.6	16.9	19.2	15.6	18.5	8.8					
NOT APPLICABLE (SKIPPED OUT)	88.6	94.6	81.6	74.7	77.1	54.6	65.2	80.4	85.7	78.8	75.9	84.1	75.2	70.8	81.7	76.4	78.2	72.6	77.9	73.2	88.9					
Don't Know	0.2	0.1	0.2	0.2	0.2	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.5	0.8	0.0	0.3	0.0	0.9	0.0	0.0	0.0					
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0					
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83					

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or ODP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YBMRECNA -- BE8 Y TALKED TO A NAVY RECRUITER (Variable 198)

Responses	National										Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
YES	4.1	1.9	6.7	7.5	7.2	10.1	11.7	7.0	3.3	6.9	7.2	6.4	7.0	6.6	7.5	8.5	8.7	8.1	6.5	7.5	4.0	
NO	7.2	3.5	11.5	17.5	15.4	35.3	23.1	12.4	10.4	14.4	16.9	9.6	17.2	21.6	10.8	14.8	13.1	18.4	15.7	19.3	7.2	
NOT APPLICABLE (SKIPPED OUT)	88.6	94.6	81.6	74.7	77.1	54.6	65.2	80.4	85.7	78.8	75.9	84.1	75.2	70.8	81.7	76.4	78.2	72.6	77.9	73.2	88.9	
Don't Know	0.1	0.0	0.2	0.2	0.2	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.6	1.0	0.0	0.3	0.0	0.9	0.0	0.0	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not



YBMRECMC -- BE8 Y TALKED TO A MARINE RECRUITER (Variable 199)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	3.6	1.5	6.0	9.2	8.1	17.9	13.0	6.8	4.7	6.8	7.8	4.9	8.8	9.5	7.7	8.4	9.3	6.6	8.9	10.8	4.4
NO	7.7	3.9	12.1	15.8	14.5	27.5	21.8	12.5	9.3	14.5	16.3	11.0	15.6	19.0	10.5	14.9	12.6	19.9	12.8	15.4	6.7
NOT APPLICABLE (SKIPPED OUT)	88.6	94.6	81.6	74.7	77.1	54.6	65.2	80.4	85.7	78.8	75.9	84.1	75.2	70.8	81.7	76.4	78.2	72.6	77.9	73.2	88.9
Don't Know	0.1	0.0	0.2	0.3	0.3	0.0	0.0	0.4	0.3	0.0	0.0	0.0	0.5	0.8	0.0	0.3	0.0	0.9	0.4	0.5	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service of DFP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YBACONT -- BE8A HOW FIRST CONTACT W/ ARMY RECRUITER (Variable 200)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
OTH SERVICE RECR	0.1	0.1	0.0	0.1	0.1	1.2	0.1	0.0	0.0	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Y CONTACTED RECR	1.3	0.9	1.7	2.6	2.3	7.3	4.4	1.5	1.4	1.4	1.8	0.6	2.7	3.4	1.6	3.0	3.2	2.6	2.3	2.1	2.6
RECR CONTACTED Y	4.7	2.0	7.8	9.1	8.6	7.3	11.4	8.7	5.7	10.2	9.8	10.9	7.9	10.5	4.0	8.3	7.1	10.8	7.6	8.8	4.7
WITH A FRIEND	1.1	1.0	1.2	1.8	1.6	7.5	1.9	1.5	0.3	1.2	1.9	0.0	1.0	1.3	0.5	2.4	1.4	4.8	1.8	2.6	0.0
RESERVE/NG	0.2	0.0	0.4	0.1	0.2	0.8	0.4	1.1	0.0	0.3	0.0	0.8	0.0	0.0	0.0	0.3	0.0	0.9	0.2	0.3	0.0
SOME OTHER WAY	1.6	0.4	3.0	5.2	4.4	15.0	8.2	2.4	2.8	2.7	3.8	0.5	6.0	6.1	5.9	4.1	4.4	3.3	5.5	7.1	1.9
NOT APPLICABLE (SKIPPED OUT)	91.1	95.5	85.9	81.2	82.8	60.9	73.7	85.8	89.8	84.1	82.4	87.3	82.4	78.7	88.0	81.9	83.9	77.5	82.5	79.0	90.7
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or OEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	Definitely
+	Probably
-	Probably not
---	Definitely not

YBATALK1 -- BE8B HOW FIRST TALK W/ ARMY RECRUITER (Variable 201)

Responses	National			Officer Markets (HSM + CM)											
	College			Total			Region I			Region II			Region III		
	Total	CI	CM	HSM	Market	Total	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
BY TELEPHONE	4.0	2.0	6.2	6.5	6.4	9.1	8.2	6.6	3.4	6.2	6.7	5.2	5.5	6.4	4.2
AT A REC STATION	1.1	1.1	1.1	1.0	1.0	5.6	1.4	0.6	0.8	0.9	1.0	0.6	1.3	1.0	1.6
AT A JOB FAIR	0.1	0.0	0.3	0.7	0.5	2.2	1.0	0.3	0.4	0.5	0.5	0.5	0.6	0.8	0.4
AT SCHOOL	3.0	1.4	4.9	9.3	7.8	19.3	12.9	5.5	5.2	6.6	7.4	5.0	8.6	11.7	3.8
AT AN AR UNIT	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.3	0.0	0.3	0.4	0.0	0.1	0.2	0.0
SOME OTHER MAY	0.0	0.0	1.7	1.1	1.3	2.9	2.8	1.0	0.3	1.6	1.6	1.5	1.5	1.1	2.0
NOT APPLICABLE (SKIPPED OUT)	91.1	95.5	85.9	81.2	82.8	60.9	73.7	85.8	89.8	84.1	82.4	87.3	82.4	78.7	88.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
15- to 24-year-old males living in continental US, who are NPS, not in service or RFP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YBAGIFT -- BE10 Y RESPOND TO ARMY AD IN PAST 6 MO (Variable 202)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	2.8	1.3	4.6	7.7	6.6	15.8	13.7	5.3	1.5	6.5	7.2	5.2	7.1	8.5	5.1	7.5	8.2	6.1	5.1	6.9	0.9
NO	97.2	98.7	95.4	92.3	93.4	84.2	86.3	94.7	98.5	93.5	92.8	94.8	92.9	91.5	94.9	92.5	91.8	93.9	94.9	93.1	99.1
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: College juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not



YBATEST -- BE12 Y TAKE TEST FOR ARMY IN PAST 6 MO (Variable 204)

Responses	National			Officer Markets (HSM + CM)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
	College			Total Market	Region I			Region II			Region III			Region IV																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
	Total	CI	CM		HSM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
YES	5.1	2.9	7.7	17.9	14.4	34.9	20.2	12.3	9.0	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	--- = Definitely not

YBCTHOT -- BE16 Y THINK ABOUT COLLEGE IN PAST 6 MO (Variable 205)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	2.0	0.0	4.4	96.5	64.9	85.2	75.9	63.5	52.7	63.7	97.0	1.5	60.3	96.6	6.0	67.2	95.6	5.4	69.4	96.6	5.5
NO	0.0	0.0	0.0	3.5	2.3	3.9	4.4	1.9	1.1	1.9	3.0	0.0	2.0	3.4	0.0	3.0	4.4	0.0	2.4	3.4	0.0
NOT APPLICABLE (SKIPPED OUT)	98.0	100.0	95.6	0.0	32.8	10.9	19.7	34.6	46.2	34.3	0.0	98.5	37.7	0.0	94.0	29.8	0.0	94.6	28.2	0.0	94.5
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or NTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YBCTALK -- BE17 Y TALK ABOUT COLLEGE IN PAST 6 MO (Variable 206)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	RDTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	2.0	0.0	4.3	85.1	57.4	75.8	63.2	57.5	47.7	56.2	85.5	1.5	53.6	85.7	5.7	59.2	84.0	5.4	61.6	85.5	5.5
NO	0.0	0.0	0.1	11.3	7.5	9.4	12.7	6.1	5.0	7.5	11.5	0.0	6.7	10.9	0.4	8.0	11.7	0.0	7.8	11.1	0.0
NOT APPLICABLE (SKIPPED OUT)	98.0	100.0	95.6	3.5	35.1	14.8	24.1	36.5	47.3	36.3	3.0	98.5	39.7	3.4	94.0	32.8	4.4	94.6	30.6	3.4	94.5
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not



YBCFREN -- BE18 Y DISCUSS COLLEGE WITH FRIENDS (Variable 207)

Responses	National			Officer Markets (HSM + CM)											
	College			Total Market			Region I			Region II			Region III		
	Total	CI	CM	HSM	Total	Market	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	0.6	0.0	1.3	35.4	23.7	23.7	28.3	26.4	23.3	20.1	25.4	38.7	0.5	17.8	28.7
NO	1.4	0.0	3.1	49.6	33.6	33.6	47.5	36.8	34.1	27.1	30.8	46.7	1.0	35.6	56.7
NOT APPLICABLE (SKIPPED OUT)	98.0	100.0	95.7	14.9	42.6	42.6	24.2	36.8	42.5	52.3	43.8	14.5	98.5	46.4	14.3
Don't Know	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.2
Refused	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	1703	84	354	881	339	485	353	132	493	341

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YBCMOM -- BE18 Y DISCUSS COLLEGE WITH MOTHER (Variable 208)

Responses	National			Officer Markets (HSM + CM)																		
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
YES	1.4	0.0	3.0	61.6	41.4	44.4	46.8	41.8	34.5	--	43.2	65.5	1.5	35.8	57.3	3.7	42.0	59.6	3.6	45.2	63.0	3.4
.10	0.6	0.0	1.4	23.4	15.8	31.4	16.4	15.6	12.7		13.0	19.9	0.0	17.6	28.1	2.0	17.2	24.2	1.8	16.1	22.1	2.1
NOT APPLICABLE (SKIPPED OUT)	98.0	100.0	95.7	14.9	42.6	24.2	36.8	42.5	52.3		43.8	14.5	98.5	46.4	14.3	94.3	40.8	16.0	94.6	38.4	14.5	94.5
Don't Know	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0
Refused	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.4		0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.3	0.4	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339		485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YBCDAD -- BE18 Y DISCUSS COLLEGE WITH FATHER (Variable 209)

Responses	National				Officer Markets (HSM + CM)																
	College			Total Market	Region I			Region II			Region III			Region IV							
	Total	CI	CM		HSM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM				
YES	1.2	0.0	2.6	58.3	39.1	35.8	46.6	39.8	30.9	38.0	57.5	1.5	34.3	55.2	3.2	39.9	57.2	2.1	46.0	63.9	3.9
NO	0.8	0.0	1.8	26.7	18.1	40.0	16.5	17.6	16.3	18.3	28.0	0.0	19.1	30.2	2.5	19.2	26.6	3.3	15.4	21.3	1.5
NOT APPLICABLE (SKIPPED OUT)	98.0	100.0	95.7	14.9	42.6	24.2	36.8	42.5	52.3	43.8	14.5	98.5	46.4	14.3	94.3	40.8	16.0	94.6	38.4	14.5	94.5
Don't Know	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0
Refused	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.3	0.4	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in (continental) US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	++ = Probably not
+ = Probably	+ = Definitely not

YBCSIB -- BE18 Y DISCUSS COLLEGE WITH BROTHER/SIS (Variable 210)

Responses	National				Officer Markets (HSM + CM)												Region IV				
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Total	HSM	CM	
	Total	CI	CM			++	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM				
YES	0.3	0.0	0.6	8.6	5.9	5.5	6.9	5.9	5.2	4.3	6.6	0.0	5.0	7.7	0.9	6.2	8.7	0.9	8.8	12.3	0.5
NO	1.7	0.0	3.8	76.3	51.4	70.3	56.3	51.5	42.1	51.9	78.9	1.5	48.5	77.8	4.8	52.9	75.1	4.5	52.5	72.8	4.9
NOT APPLICABLE (SKIPPED OUT)	98.0	100.0	95.7	14.9	42.6	24.2	36.8	42.5	52.3	43.8	14.5	98.5	46.4	14.3	94.3	40.8	16.0	94.6	38.4	14.5	94.5
Don't Know	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0
Refused	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.3	0.4	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YBCREL -- BE18 Y DISCUSS COLLEGE WITH OTH RELATIVE (Variable 211)

Resp inses	National				Officer Markets (HSM + CM)																	
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	H	M	CM
YES	0.3	0.0	0.7	7.6	5.2	10.8	6.6	4.6	4.4	5.0	7.7	0.0	5.0	7.8	0.8	6.0	7.8	2.0	4.8	6.8	0.0	
NO	1.7	0.0	3.6	77.4	57.1	65.0	56.6	52.8	42.8	51.2	77.7	1.5	48.4	77.6	4.9	53.1	76.0	3.4	56.6	78.3	5.5	
NOT APPLICABLE (SKIPPED OUT)	98.0	100.0	95.7	14.9	42.6	24.2	36.8	42.5	52.3	43.8	14.5	98.5	46.4	14.3	94.3	40.8	16.0	94.6	38.4	14.5	94.5	
Don't Know	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	
Refused	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.3	0.4	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are MPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably
+ = Probably	-- = Definitely not

# YBCSPOU -- BE18 Y DISCUSS COLLEGE WITH SPOUSE (Variable 212)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	0.1	0.0	0.2	2.8	1.9	4.3	1.5	2.0	1.7	1.0	1.5	0.0	1.2	1.7	0.3	2.2	3.0	0.6	3.7	5.3	0.0
NO	1.9	0.0	4.1	82.2	55.4	71.5	61.7	55.5	45.5	55.2	83.9	1.5	52.2	83.7	5.3	56.9	80.8	4.9	57.6	75.8	5.5
NOT APPLICABLE (SKIPPED OUT)	98.0	100.0	95.7	14.9	42.6	24.2	36.8	42.5	52.3	43.8	14.5	98.5	46.4	14.3	94.3	40.8	16.0	94.6	38.4	14.5	94.5
Don't Know	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0
Refused	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.3	0.4	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YUCTEAC -- BE18 Y DISCUSS COLLEGE WITH A TEACHER (Variable 213)

Responses	National			Officer Markets (HSM + CM)																		
	College			Total Market	Region I			Region II			Region III			Region IV								
	Total	CI	CM		HSM	ROTC Course Propensity			Total	HSM	CM	Total	HSM	CM	Total	HSM	CM					
						++	+	-										--				
YES	0.3	0.0	0.7	26.8	17.9	24.1	17.3	19.4	12.4	--	15.0	22.8	0.5	14.0	23.0	0.6	22.1	32.1	0.5	21.6	30.1	1.6
NO	1.7	0.0	3.6	58.2	39.4	51.7	45.9	38.0	34.8		41.2	62.7	1.0	39.4	62.5	5.1	37.0	51.7	4.9	39.8	51.1	3.8
NOT APPLICABLE (SKIPPED OUT)	98.0	100.0	95.7	14.9	42.6	24.2	36.8	42.5	52.3		43.8	14.5	98.5	46.4	14.3	94.3	40.8	16.0	94.6	38.4	14.5	94.5
Don't Know	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0
Refused	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.4		0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.3	0.4	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339		485	353	132	493	341	152	379	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service of DTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	= Definitely
+	= Probably
--	= Definitely not

YBCCOUN -- BE18 Y DISCUSS COLLEGE WITH SCH COUNSLR (Variable 214)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	RTTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	1.3	0.0	2.8	51.3	34.7	45.2	35.9	36.0	29.3	38.7	58.8	1.0	35.1	55.7	4.5	31.1	44.2	2.7	32.5	45.0	3.1
NO	0.7	0.0	1.6	33.6	22.6	30.6	27.3	21.4	17.9	17.6	26.6	0.5	18.3	29.8	1.1	28.0	39.6	2.8	28.9	40.2	2.4
NOT APPLICABLE (SKIPPED OUT)	98.0	100.0	95.7	14.9	42.6	24.2	36.8	42.5	52.3	43.8	14.5	98.5	46.4	14.3	94.3	40.8	16.0	94.6	38.4	14.5	94.5
Don't Know	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0
Refused	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.3	0.4	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	319	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or OEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment at a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not



# YBREC -- BE18 Y DISCUSS COLLEGE WITH A RECRUITER (Variable 215)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	0.2	0.0	0.4	4.2	2.9	8.9	4.1	2.2	2.0	1.7	2.5	0.0	4.1	6.7	0.3	2.8	3.4	1.5	3.4	4.8	0.0
NO	1.8	0.0	3.9	80.8	54.4	66.9	59.1	55.2	45.3	54.6	82.9	1.5	49.3	78.8	5.4	56.3	80.4	3.9	58.0	80.3	5.5
NOT APPLICABLE (SKIPPED OUT)	98.0	100.0	95.7	14.9	42.6	24.2	36.8	42.5	52.3	43.8	14.5	98.5	46.4	14.3	94.3	40.8	16.0	94.6	38.4	14.5	94.5
Don't Know	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0
Refused	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.3	0.4	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are MPS, not in service or OEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YBCCOW -- BE18 Y DISCUSS COLLEGE WITH CO-WORKER (Variable 216)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
YES	0.0	0.0	0.1	1.4	0.9	3.1	1.6	0.6	0.7	1.0	1.5	0.0	0.7	1.0	0.3	1.3	1.9	0.0	0.6	0.9	0.0
NO	1.9	0.0	4.2	83.6	56.3	72.6	61.6	56.8	46.5	55.2	83.9	1.5	52.7	84.5	5.3	57.8	81.8	5.4	60.7	84.2	5.5
NOT APPLICABLE (SKIPPED OUT)	98.0	100.0	95.7	14.9	42.6	24.2	36.8	42.5	52.3	43.8	14.5	98.5	46.4	14.3	4.3	40.8	16.0	94.6	38.4	14.5	94.5
Don't Know	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0
Refused	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.3	0.4	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or ODP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intent to enroll in at least one college course offered by Army ROTC:	
++ = (Definitely)	-- = Probably not
+ = Probably	-- = Definitely not

YBCROSS -- BE18 Y DISCUSS COLLEGE WITH EMPLOYER (Variable 217)

Responses	National					Officer Markets (HSM + CM)															
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	0.1	0.0	0.2	1.1	0.8	2.0	1.3	0.4	1.2	1.1	1.4	0.5	0.2	0.4	0.0	0.3	0.5	0.0	1.7	2.4	0.0
NO	1.9	0.0	4.2	83.8	56.5	73.8	61.9	57.1	46.0	55.1	84.1	1.0	53.2	85.1	5.7	58.8	83.3	5.4	59.7	82.8	5.5
NOT APPLICABLE (SKIPPED OUT)	98.0	100.0	95.7	14.9	42.6	24.2	36.8	42.5	52.3	43.8	14.5	98.5	46.4	14.3	94.3	40.8	16.0	94.6	38.4	14.5	94.5
Don't Know	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0
Refused	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.3	0.4	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YBCOTH -- BE18 Y DISCUSS COLLEGE WITH OTHERS (Variable 218)

Responses	National										Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM			++	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM		
YES	0.5	0.0	1.0	15.1	10.3	16.3	9.4	10.8	8.5	8.7	13.3	0.0	11.3	18.2	1.1	9.9	13.8	1.6	11.6	15.7	2.0	
NO	1.5	0.0	3.3	69.9	47.0	59.5	53.8	46.6	38.7	47.6	72.2	1.5	42.1	67.2	4.6	49.2	70.0	3.8	49.7	69.5	3.4	
NOT APPLICABLE (SKIPPED OUT)	98.0	100.0	95.7	14.9	42.6	24.2	36.8	42.5	52.3	43.8	14.5	98.5	46.4	14.3	94.3	40.6	16.0	94.6	38.4	14.5	94.5	
Don't Know	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	6.0	0.0	0.0	0.0	
Refused	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.3	0.4	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YBCACF -- BE19 DID ANYONE TALK TO Y ABOUT ACF (Variable 219)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	RTTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	0.6	0.0	1.2	24.2	16.3	42.7	22.8	13.4	12.0	14.9	22.6	0.5	18.4	29.1	2.4	13.7	19.5	1.0	18.9	26.7	0.8
NO	1.4	0.0	3.1	60.8	41.0	33.1	40.4	43.9	35.6	41.0	62.4	1.0	35.2	56.5	3.3	45.6	64.5	4.4	42.7	58.9	4.7
NOT APPLICABLE (SKIPPED OUT)	98.0	100.0	95.7	14.9	42.6	24.2	36.8	42.5	52.3	43.8	14.5	98.5	46.4	14.3	94.3	40.8	16.0	94.6	38.4	14.5	94.5
Don't Know	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YBCGI -- BE19 DID ANYONE TALK TO Y ABOUT GI BILL (Variable 220)

Responses	National										Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM			++	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM		
YES	0.5	0.0	1.0	23.2	15.6	49.4	22.5	12.2	10.2	14.9	22.5	0.5	17.2	27.6	1.6	14.1	20.1	1.0	16.3	23.0	0.8	
NO	1.5	0.0	3.3	61.8	41.7	26.3	40.7	45.1	37.5	41.1	62.5	1.0	36.3	57.9	4.0	45.1	63.9	4.4	45.3	62.6	4.7	
NOT APPLICABLE (SKIPPED OUT)	98.0	100.0	95.7	14.9	42.6	24.2	36.8	42.5	52.3	43.8	14.5	98.5	46.4	14.3	94.3	40.8	16.0	94.6	38.4	14.5	94.5	
Don't Know	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.2	0.0	0.3	0.5	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably
+ = Probably	-- = Definitely not

YBCROTC -- BE19 DID ANYONE TALK TO Y ABOUT ROTC SCH (Variable 221)

Responses	National				Officer Markets (HSM + CM)																	
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM			++	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM		
YES	0.6	0.0	1.2	27.1	18.2	50.1	27.6	13.8	12.9	18.9	29.1	0.0	19.3	30.2	3.1	16.4	23.7	0.5	17.8	24.9	1.2	
NO	1.4	0.0	3.0	57.9	39.0	25.7	35.2	43.6	34.6	37.1	56.2	1.5	34.1	55.3	2.6	42.6	60.2	4.3	43.5	60.3	4.3	
NOT APPLICABLE (SKIPPED OUT)	98.0	100.0	95.7	14.9	42.6	24.2	36.8	42.5	52.3	43.8	14.5	98.5	46.4	14.3	94.3	40.8	16.0	94.6	38.4	14.5	94.5	
Don't Know	0.1	0.0	0.1	0.2	0.2	0.0	0.3	0.1	0.1	0.2	0.2	0.0	0.1	0.2	0.0	0.2	0.0	0.6	0.3	0.4	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83	

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are MPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC.	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YBCVEAP -- BE19 DID ANYONE TALK TO Y ABOUT VEAP (Variable 222)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	0.1	0.0	0.3	5.1	3.4	5.8	5.2	3.1	2.3	4.0	6.1	0.0	4.3	6.8	0.6	3.2	4.4	0.6	1.8	2.6	0.0
NO	1.8	0.0	4.0	79.8	53.8	69.9	57.7	54.3	45.2	52.0	79.0	1.5	48.9	78.3	5.1	56.0	79.5	4.8	59.8	83.0	5.5
NOT APPLICABLE (SKIPPED OUT)	98.0	100.0	95.7	14.9	42.6	24.2	36.8	42.5	52.3	43.8	14.5	98.5	46.4	14.3	94.3	40.8	16.0	94.6	38.4	14.5	94.5
Don't Know	0.0	0.0	0.0	0.2	0.2	0.0	0.3	0.1	0.1	0.2	0.4	0.0	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DHP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not



## YBCTEST -- BE21 Y TAKE COLLEGE ADM TEST PAST 6 MO (Variable 223)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	0.9	0.0	1.9	53.8	36.0	49.9	37.5	37.1	27.8	42.1	64.6	0.0	32.7	52.4	3.4	35.5	50.4	2.9	31.6	44.4	1.4
NO	1.2	0.0	2.5	42.4	28.7	35.3	38.4	26.3	24.7	21.7	32.4	1.5	27.5	44.3	2.6	31.7	45.2	2.5	37.0	51.0	4.1
NOT APPLICABLE (SKIPPED OUT)	98.0	100.0	95.6	3.5	35.1	14.8	24.1	36.5	47.3	36.3	3.0	98.5	39.7	3.4	94.0	32.8	4.4	94.6	30.6	3.4	94.5
Don't Know	0.0	0.0	0.0	0.3	0.2	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.2	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

**NATIONAL SAMPLES**

18- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, and not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

- CI --- College Influencers: college juniors and seniors
- CM --- College Market: freshmen and sophomores in 4-year colleges
- HSM --- High School Market: college-oriented high school juniors and seniors

**OFFICER MARKETS (HSM + CM)**

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:

++ = Definitely	-- = Probably not
+ = Probably	- = Definitely not

YBCAPPL -- BE24 Y SUBMIT COLLEGE APPL IN PAST 6 MO (Variable 224)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	1.4	0.0	3.1	23.8	76.7	12.1	17.3	16.4	17.0	18.0	26.7	1.5	15.2	22.9	3.5	17.4	23.3	4.4	15.9	21.3	3.3
NO	0.5	0.0	1.1	72.5	48.0	73.1	58.5	46.9	35.6	45.8	70.3	0.0	45.1	73.7	2.5	49.5	71.8	1.1	53.1	75.3	0.9
NOT APPLICABLE (SKIPPED OUT)	98.0	100.0	95.6	3.5	35.1	14.8	24.1	36.5	47.3	36.3	3.0	98.5	39.7	3.4	94.0	32.8	4.4	94.6	30.6	3.4	94.5
Don't Know	0.1	0.0	0.2	0.1	0.2	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.5	0.0	0.4	0.0	1.3
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YBWTOT -- BE25 Y THINK ABOUT FT WORK IN PAST 6 MO (Variable 225)

Responses	National						Officer Markets (HSM + CM)														
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	40.8	44.5	36.4	36.9	36.7	39.4	42.1	35.0	36.9	36.7	34.9	40.3	35.3	36.4	33.8	37.2	36.6	38.4	37.9	40.6	31.5
NO	42.2	35.9	49.5	58.2	55.2	51.7	51.2	56.6	55.3	54.8	60.7	43.7	56.2	57.5	54.3	55.8	59.3	48.0	54.0	54.2	53.7
NOT APPLICABLE (SKIPPED OUT)	17.0	19.6	14.1	4.9	8.1	8.9	6.7	8.4	7.8	8.5	4.4	16.0	8.5	6.1	12.0	7.1	4.1	13.6	8.1	5.2	14.9
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males (living in continental US, who are NPS, not in service or DTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not



YBWFREN -- BE27 Y DISCUSS FT WORK WITH FRIENDS (Variable 227)

Responses	National			Officer Markets (HSM + CM)									
	College			Total Market	Region I			Region II			Region III		
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	8.3	9.6	6.7	5.9	6.2	7.1	7.0	7.4	5.9	5.0	7.2	6.2	5.8
NO	18.3	20.3	15.9	14.6	15.0	15.2	14.4	16.7	14.2	14.1	14.4	14.3	12.9
NOT APPLICABLE (SKIPPED OUT)	73.1	69.4	77.4	79.4	78.7	77.7	78.6	75.9	79.7	80.6	78.4	79.5	81.3
Refused	0.4	0.7	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	485	353	132	493	341	152	378	281
												97	264
												83	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college Juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school Juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YBWMOM -- BE27 Y DISCUSS FT WORK WITH MOTHER (Variable 228)

Responses	National			Officer Markets (HSM + CM)																		
	College			Total Market	RDTC Course Propensity			Region I			Region II			Region III			Region IV					
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM				
YES	7.8	9.3	6.2	9.2	8.1	8.6	6.9	9.2	6.9	--	8.3	10.4	4.3	6.6	6.6	6.6	7.4	6.4	9.4	10.8	13.6	4.2
NO	18.7	20.6	16.5	11.4	13.1	15.9	17.0	11.8	13.0		14.0	11.0	19.7	13.5	12.5	15.0	13.1	12.3	14.9	11.3	9.5	15.4
NOT APPLICABLE (SKIPPED OUT)	73.1	69.4	77.4	79.4	78.7	75.5	76.1	79.0	80.0		77.7	78.6	75.9	79.7	80.6	78.4	79.5	81.3	75.6	77.9	76.9	80.4
Refused	0.4	0.7	0.0	0.1	0.0	0.0	0.0	0.0	0.2		0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339		485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not



YBWSIB -- BE27 Y DISCUSS FT WORK WITH BROTHER/SIS (Variable 230)

Responses	National				Officer Markets (HSM + CM)																		
	College			HSM	Total Market	ROTC Course Propensity						Region I			Region II			Region III			Region IV		
	Total	Ci	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM		
YES	2.0	2.5	1.4	1.1	1.2	0.0	0.7	1.7	0.9	0.9	1.0	0.8	1.7	0.6	3.3	0.9	1.3	0.0	1.3	1.4	1.1		
NO	24.5	27.4	21.3	19.4	20.1	24.5	23.3	19.3	18.9	21.4	20.3	23.3	18.4	18.5	18.4	19.6	17.4	24.4	20.7	21.7	18.5		
NOT APPLICABLE (SKIPPED OUT)	73.1	69.4	77.4	79.4	78.7	75.5	76.1	79.0	80.0	77.7	78.6	75.9	79.7	80.6	78.4	79.5	81.3	75.6	77.9	76.9	83.4		
Refused	0.4	0.7	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83		

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or IUP, non-its, institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	= Probably
-	= Definitely not



YBWREL -- BE27 Y DISCUSS FT WORK WITH OTH RELATIVE (Variable 231)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	1.4	2.3	0.5	1.8	1.4	2.7	2.3	1.4	0.3	1.6	2.4	0.0	0.9	1.4	0.0	1.5	1.3	2.0	1.5	2.1	0.0
NO	25.1	27.6	22.2	18.7	19.9	21.8	21.7	19.6	19.6	20.7	18.9	24.1	19.3	17.7	21.6	19.0	17.4	22.4	20.6	21.0	19.6
NOT APPLICABLE (SKIPPED OUT)	73.1	69.4	77.4	79.4	78.7	75.5	76.1	79.0	80.0	77.7	78.6	75.9	79.7	80.6	78.4	79.5	81.3	75.6	77.9	76.9	80.4
Refused	0.4	0.7	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: College Juniors and Seniors	
CM -- College Market: Freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YBWSPOU -- BE27 Y DISCUSS FT WORK WITH SPOUSE (Variable 232)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	RDTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	0.7	1.0	0.3	0.6	0.5	0.0	0.2	0.9	0.0	0.0	0.0	0.0	0.5	0.6	0.3	0.2	0.0	0.8	1.5	2.1	0.0
NO	25.9	28.9	22.4	19.9	20.8	24.5	23.7	20.1	19.9	22.3	21.4	24.1	19.6	18.5	21.3	20.3	18.7	23.6	20.6	21.0	19.6
NOT APPLICABLE (SKIPPED OUT)	73.1	69.4	77.4	79.4	78.7	75.5	76.1	79.0	80.0	77.7	78.6	75.9	79.7	80.6	78.4	79.5	81.3	75.6	77.9	76.9	80.4
Refused	0.4	0.7	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are MPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YBWTEAC -- BE27 Y DISCUSS FT WORK WITH A TEACHER (Variable 233)

Responses	National			Officer Markets (HSM + CM)											
	College			Total Market			Region I			Region II			Region III		
	Total	CI	CM	HSM	CM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	3.1	4.3	1.7	1.2	1.3	0.0	2.1	1.6	3.1	0.6	0.3	1.0	1.5	1.5	1.4
NO	23.4	25.6	21.0	19.4	19.9	24.5	20.2	19.8	20.9	19.5	18.8	20.6	19.0	17.2	23.0
NOT APPLICABLE (SKIPPED OUT)	73.1	69.4	77.4	79.4	78.7	75.5	77.7	78.6	75.9	79.7	80.6	78.4	79.5	81.3	75.6
Refused	0.4	0.7	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	485	353	132	493	341	152	378	281	97

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or NIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	Definitely
+	Probably
--	Definitely not
-	Probably not

YBWOUN -- BE27 Y DISCUSS FT WORK WITH SCH COUNSLR (Variable 234)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	1.9	2.8	0.8	1.4	1.2	3.6	0.9	0.6	2.2	0.5	0.6	0.4	1.4	2.2	0.3	1.4	1.3	1.6	1.6	1.7	1.3
NO	24.6	27.0	21.8	19.2	20.1	20.9	23.0	20.4	17.7	21.8	20.8	23.7	18.7	16.9	21.3	19.1	17.4	22.8	20.5	21.4	18.3
NOT APPLICABLE (SKIPPED OUT)	73.1	69.4	77.4	79.4	78.7	75.5	76.1	79.0	80.0	77.7	78.6	75.9	79.7	80.6	78.4	79.5	81.3	75.6	77.9	76.9	80.4
Refused	0.4	0.7	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YBWREC -- BE27 Y DISCUSS FT WORK WITH A RECRUITER (Variable 235)

Responses	National				Officer Markets (HSM + CM)																	
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
YES	0.5	0.9	0.0	0.3	0.2	1.7	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	1.0	0.0	0.0	0.0	0.0
NO	26.0	28.9	22.6	20.3	21.1	22.8	23.7	20.9	19.9	22.3	21.4	24.1	20.1	19.1	21.6	19.8	17.7	24.4	22.1	23.1	19.6	
NOT APPLICABLE (SKIPPED OUT)	73.1	69.4	77.4	79.4	78.7	75.5	76.1	79.0	80.0	77.7	78.6	75.9	79.7	80.6	78.4	79.5	81.3	75.6	77.9	76.9	80.4	
Refused	0.4	0.7	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DFP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

**(Variable 236)**

Responses	National										Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity					Region I			Region II			Region III			Region IV		
	Total	CI	CM			+	+	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	0.6	1.0	0.2	0.5	0.4	0.0	0.5	0.6	0.0	0.3	0.5	0.0	0.0	0.0	0.0	0.6	0.5	0.9	0.8	1.1	0.0	
NO	25.9	28.8	22.4	20.0	20.8	24.5	23.4	20.4	19.9	22.0	20.8	24.1	20.1	19.1	21.6	19.9	18.2	23.5	21.3	22.0	19.6	
NOT APPLICABLE (SKIPPED OUT)	73.1	69.4	77.4	79.4	78.7	75.5	76.1	79.0	80.0	77.7	78.6	75.9	79.7	80.6	78.4	79.5	81.3	75.6	77.9	76.9	80.4	
Refused	0.4	0.7	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83	

MISSING DATA SUMMARY (linweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

**NATIONAL SAMPLES**  
16- to 24-year-old males living in continental U.S. who are NPS, not in service or DDP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:  
CI --- College influencers: college juniors and seniors  
CM --- College Market: freshmen and sophomores in 4-year colleges  
HISM --- High School Market: college-oriented high school juniors and seniors

**OFFICER MARKETS (HSM + CM)**

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propriety -- reported intention to enroll in at least one college course offered by Army ROTC:

++ = Definitely -- = Probably not  
+ = Probably -- = Definitely not

YBWBOS -- BE27 Y DISCUSS FT WORK WITH EMPLOYER (Variable 237)

Responses	National			Officer Markets (HSM + CM)											
	College			Region I			Region II			Region III			Region IV		
	Total	CI	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	14.9	17.0	12.5	7.2	7.2	7.2	9.0	11.2	9.9	8.3	10.4	7.9	6.5	10.7	9.7
NO	11.6	12.9	10.2	13.3	13.3	13.3	12.2	13.3	14.0	12.7	9.5	14.4	14.9	13.4	10.4
NOT APPLICABLE (SKIPPED OUT)	73.1	69.4	77.4	79.4	79.4	79.4	78.7	75.5	76.1	79.0	80.0	77.7	78.6	75.9	79.7
Refused	0.4	0.7	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	1703	84	354	881	339	485	353	132	493	341

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

## YBWOTH -- BE27 Y DISCUSS FT WORK WITH OTHERS (Variable 238)

Responses	National				Officer Markets (HSM + CM)																	
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
YES	3.6	4.6	2.4	2.1	2.2	0.0	2.0	2.6	2.0	--	2.3	2.1	2.7	2.0	2.4	1.3	1.4	1.0	2.4	3.4	3.4	3.6
NO	22.9	25.2	20.2	18.4	19.0	24.5	22.0	18.4	17.8		20.0	19.3	21.3	18.2	16.7	20.3	19.1	17.7	22.0	18.6	19.7	16.0
NOT APPLICABLE (SKIPPED OUT)																						
Refused	73.1	69.4	77.4	79.4	78.7	75.5	76.1	79.0	80.0		77.7	78.6	75.9	79.7	80.6	78.4	79.5	81.3	75.6	77.9	76.9	80.4
	0.4	0.7	0.0	0.1	0.0	0.0	0.0	0.0	0.2		0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339		485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

## NATIONAL SAMPLES

16- to 24-year-old males living in continental US, who are NPS, not in service or OIP, non-institutionalized, and not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (tier 1), and who are in one of the following groups:

CI -- College Influencers: college juniors and seniors

CM -- College Market: freshmen and sophomores in 4-year colleges

ITSM -- High School Market: college-oriented high school juniors and seniors

## OFFICER MARKETS (ISM + CM)

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix I) and by ROTC Course Propriety -- reported intention to enroll in at least one college course offered by Army ROTC:

+ + = Definitely - = Probably not

↑ = Probably      -- = Definitely not



## ER/AGENCIES

Responses		National					Officer Markets (HSM + CM)																	
		College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV						
		Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM		
YES		19.7	24.9	13.8	11.5	12.3	14.1	13.9	11.5	13.0	9.0	7.7	11.4	11.0	11.2	10.8	13.4	10.6	19.6	17.3	18.2	15.2		
NO		20.9	19.4	22.6	25.4	24.4	25.2	28.2	23.4	23.9	27.7	27.2	28.8	24.3	25.2	23.0	23.7	26.0	18.8	20.6	22.5	16.3		
NOT APPLICABLE (SKIPPED OUT)		59.2	55.5	63.6	63.1	63.3	60.6	57.9	65.0	63.1	63.3	65.1	59.7	64.7	63.6	66.2	62.8	63.4	61.6	62.1	59.4	68.5		
Refused		0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Total weighted percent		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Total sample size		913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83		

MISSING DATA SUMMARY (linweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

**NATIONAL SAMPLES**

16- to 24-year-old males living in continental U.S. who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

- CI -- College Influencers: college juniors and seniors
- CM -- College Market: freshmen and sophomores in 4-year colleges
- IKSM -- High School Market: college-oriented high school juniors and seniors

Officer Markets (USM + CM)

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Proportionality -- reported in intention to enroll in at least one college course offered by Army ROTC:

+ + = Definitely not  
 + = Probably not  
 - = Definitely not



YARMDAD -- S11 FEEL ABOUT Y ARMY ENL: FATHER (Variable 241) (16- to 20-year olds only)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	RTTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
VERY BAD IDEA	19.2	25.8	17.1	11.9	13.5	8.0	6.3	12.7	23.5	15.7	11.9	24.1	13.0	12.3	14.0	11.1	10.4	12.8	14.0	13.1	16.4
BAD IDEA	27.1	26.1	27.4	13.4	17.8	4.4	12.5	19.7	22.5	19.1	15.4	27.2	21.4	13.0	36.2	14.1	10.5	22.6	16.5	14.8	20.7
NEITHER	29.4	30.0	29.2	33.5	32.2	12.1	23.3	37.7	31.5	30.1	34.1	21.3	30.9	34.1	25.1	34.7	32.7	39.4	33.5	33.1	34.5
GOOD IDEA	15.5	11.9	16.7	22.2	20.5	30.7	34.6	18.5	10.5	20.6	21.4	18.8	20.6	23.8	14.9	20.8	22.0	17.8	19.9	22.0	14.7
VERY GOOD IDEA	6.6	2.3	8.0	15.9	13.4	35.4	21.8	9.1	9.9	10.8	12.6	6.9	12.8	15.8	7.5	16.4	20.5	6.6	14.1	14.9	12.2
DECEASED, NONE	1.7	3.5	1.1	2.2	1.9	5.7	0.8	2.2	1.4	2.7	3.7	0.6	0.8	0.2	1.7	2.3	2.9	0.7	1.6	1.6	1.5
Don't Know	0.4	0.4	0.3	0.8	0.7	3.8	0.8	0.2	0.5	0.9	0.8	1.2	0.5	0.3	0.0	0.7	1.0	0.0	0.4	0.6	0.0
Refused	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	457	113	344	1069	1413	74	297	722	283	393	297	96	409	296	113	310	240	70	301	236	65

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Not in Sample	626
Other	0
Total missing	626

NATIONAL SAMPLES  
 16- to 20-year-old males living in continental US, who are MFS, not in service or RFP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:  
 CI -- College Influencers: college juniors and seniors  
 CM -- College Market: freshmen and sophomores in 4-year colleges  
 HSM -- High School Market: college-oriented high school juniors and seniors

OFFICER MARKETS (HSM + CM)  
 Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:  
 ++ = Definitely -- = Probably not  
 + = Probably -- = Definitely not

YARMMOM -- S11 FEEL ABOUT Y ARMY ENL: MOTHER (Variable 242) (16- to 20-year olds only)

Responses	Officer Markets (HSM + CM)																	
	National			Total Market	ROTC Course Propensity			Region I		Region II		Region III		Region IV				
	College				Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM		
	Total	CI	CM															
VERY BAD IDEA	33.1	45.4	29.0	22.9	24.8	38.5	31.7	27.5	40.8	22.3	21.3	24.1	23.0	21.6	26.2	20.9	20.2	22.4
BAD IDEA	23.6	20.5	24.6	22.5	23.2	23.8	21.9	19.9	26.4	23.3	21.6	26.2	23.5	23.1	24.6	24.4	26.2	19.7
NEITHER	31.2	30.5	31.5	29.9	30.4	24.3	40.6	29.6	31.8	27.8	31.3	20.2	31.9	31.8	32.1	30.1	25.4	35.2
GOOD IDEA	6.8	2.2	8.4	15.6	13.3	7.7	21.8	23.4	11.0	13.4	16.1	7.5	13.9	15.2	11.8	13.6	17.4	9.2
VERY GOOD IDEA	4.6	0.5	5.9	7.8	7.2	4.6	15.3	13.0	5.0	4.4	4.0	5.1	6.5	8.1	3.7	8.9	11.2	13.6
DECEASED, NONE	0.5	0.5	0.5	0.8	0.7	0.0	2.8	0.7	0.6	0.7	1.0	0.0	1.3	1.1	1.7	0.6	0.8	0.0
Don't Know	0.1	0.4	0.0	0.4	0.3	0.9	0.0	0.0	0.1	0.1	0.2	0.0	0.6	0.9	0.0	0.3	0.4	0.0
Refused	0.1	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.5	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	457	113	344	1069	1413	283	74	297	722	393	297	96	409	296	113	310	240	65

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Not in Sample	626
Other	0
Total missing	626

NATIONAL SAMPLES	
16- to 20-year-old males living in continental US, who are NPS, not in service or JHP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	= Probably
-	= Definitely not

YARMFARM -- S11 FEEL ABOUT Y ARMY ENL: FREN ARMY EXP (Variable 243) (16- to 20-year olds only)

Responses	National			Officer Markets (HSM + CM)																	
	College			HSM	Total Market	ROTC Course Propensity				Region I		Region II		Region III		Region IV					
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
VERY BAD IDEA	6.7	11.8	5.0	3.6	4.0	1.5	2.1	3.5	6.8	4.1	3.3	5.6	3.4	4.7	1.2	4.1	3.6	5.1	4.7	2.8	9.6
BAD IDEA	8.5	13.4	6.9	7.5	7.3	3.6	3.0	6.4	14.2	7.0	7.7	5.3	8.0	5.6	12.2	5.7	6.0	5.0	8.8	10.8	3.7
NEITHER	31.5	29.0	32.3	17.4	22.1	11.9	17.4	22.9	27.3	25.7	17.5	43.4	20.9	18.9	24.4	16.9	12.7	26.9	24.7	21.0	34.3
GOOD IDEA	32.2	33.0	32.0	36.6	35.1	34.6	37.5	39.8	23.3	32.4	34.5	27.8	34.1	36.9	29.2	35.9	36.4	35.0	39.0	39.1	38.7
VERY GOOD IDEA	13.9	7.3	16.1	25.5	22.6	46.9	33.0	18.6	17.6	22.0	24.7	16.1	21.5	24.5	16.2	30.5	33.4	23.4	15.1	18.5	6.5
DECEASED, NONE	6.6	5.5	6.9	7.4	7.3	1.5	4.9	7.5	8.6	6.1	8.2	1.7	10.2	8.2	13.8	6.4	7.2	4.6	6.3	5.9	7.2
Don't Know	0.5	0.0	0.7	2.1	1.6	0.0	2.1	1.3	1.9	2.8	4.1	0.0	1.7	1.2	2.5	0.5	0.7	0.0	1.4	1.9	0.0
Refused	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	457	113	344	1069	1413	74	297	722	283	393	297	96	409	296	113	310	240	70	301	236	65

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Not in Sample	626
Other	0
Total missing	626

NATIONAL SAMPLES	
16- to 20-year-old males living in continental US, who are NPS, not in service or DDP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	= Probably
-	= Definitely not



YARMENO -- S11 FEEL ABOUT Y ARMY ENL: FREN NO MIL (Variable 245) (16- to 20-year olds only)

Responses	National				Officer Markets (HSM + CM)												Region I				Region II				Region III				Region IV			
	College				Total Market	RTIC Course Propensity			Region I			Region II			Region III			Region IV			Region I			Region II			Region III			Region IV		
	Total	CM	HSM	CM		++	+	-	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
VERY BAD IDEA	38.6	39.8	38.2	22.0	27.1	17.3	18.8	23.7	44.5	31.7	22.9	50.9	23.3	20.4	28.4	24.7	21.7	31.8	28.1	22.7	42.0											
BAD IDEA	26.5	25.4	26.8	27.5	27.3	18.3	17.9	32.5	25.7	25.5	27.6	20.9	30.0	29.8	30.5	24.2	22.3	28.9	30.2	31.3	27.5											
NEITHER	27.8	32.2	26.3	36.3	33.2	39.7	44.8	32.1	24.3	31.7	34.5	25.6	33.8	38.4	25.7	34.1	36.3	28.9	33.3	36.6	25.1											
GOOD IDEA	5.1	1.4	6.4	9.6	8.6	15.9	13.4	8.1	3.2	6.6	9.6	0.0	9.6	7.5	13.2	12.3	14.3	7.7	5.6	6.2	4.1											
VERY GOOD IDEA	1.6	0.8	1.9	3.9	3.3	8.4	3.9	3.4	1.3	3.7	4.3	2.5	2.9	3.6	1.7	3.9	4.8	1.8	2.3	2.6	1.4											
DECEASED, NONE	0.1	0.5	0.0	0.2	0.1	0.0	0.2	0.0	0.3	0.2	0.4	0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0											
Don't know	0.2	0.0	0.2	0.5	0.4	0.0	1.0	0.2	0.5	0.5	0.8	0.0	0.2	0.2	0.0	0.5	0.4	0.9	0.4	0.6	0.0											
Refused	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0											
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0											
Total sample size	457	113	344	1069	1413	74	297	722	283	393	297	96	409	296	113	310	240	70	301	236	65											

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Not in Sample	626
Other	0
Total missing	626

NATIONAL SAMPLES	
16- to 20-year-old males living in continental US, who are W'S, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
11 -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC Administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	Definitely
+	Probably
-	Probably not
--	Definitely not

ARMCOUN -- SII FEEL ABOUT Y ARMY ENL: SCH COUNSELOR (Variable 246) (16- to 20-year olds only)

Responses	National				Officer Market, (HSM + CM)																
	College			HSM	Total Market	RDTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	LM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
VERY BAD IDEA	18.0	23.2	16.3	8.5	10.9	3.7	6.6	10.1	17.6	16.3	12.0	25.5	9.5	9.0	10.5	7.6	5.0	13.7	9.4	7.4	14.6
BAD ID: A	21.3	17.6	22.5	10.8	14.5	3.3	6.9	16.2	20.8	17.0	9.9	32.4	15.7	12.9	20.5	10.3	10.1	10.8	14.8	10.6	25.4
NEITHER	36.6	40.1	35.4	40.5	38.9	25.7	33.6	41.2	41.7	35.2	40.5	23.9	39.0	39.0	39.0	40.3	39.5	42.2	42.0	43.3	38.6
GOOD IDEA	10.3	3.3	12.7	22.6	19.5	32.7	30.8	18.4	9.6	16.7	20.0	9.4	19.3	24.7	9.7	23.2	25.5	17.7	19.0	20.2	15.9
VERY GOOD IDEA	2.7	0.0	3.6	10.4	8.3	31.6	14.0	5.1	5.6	7.8	9.2	4.7	6.7	9.5	1.9	10.8	12.5	6.7	7.8	10.6	0.8
DECEASED, NONE	4.1	8.4	2.7	2.2	2.4	0.9	3.5	2.1	1.5	2.7	2.5	3.2	2.2	1.8	2.8	0.9	0.9	0.9	3.9	3.9	4.0
Don't Know	6.9	7.5	6.6	5.0	5.5	2.2	4.5	7.0	2.9	4.3	5.9	0.9	7.5	3.1	15.1	6.9	6.4	8.0	3.0	4.0	0.7
Refused	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	457	113	344	1069	1413	74	297	722	283	393	297	96	409	296	113	310	240	70	301	236	65

MISSING DATA SENSITIVITY Unweighted count	
Randomization/rotation	0
Instrument change	0
Not in Sample	626
Other	0
Total missing	626

NATIONAL SAMPLES	
16- to 20-year-old males living in continental US, who are NPS, not in service or OLP, non-institutionalized not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC course propensity -- reported intention to enroll in a, least one college course offered by Army ROTC:	
++	Definitely
+	Probably
--	Definitely not



YARMTEAC -- SII FEEL ABOUT Y ARMY ENL: TEACHERS (Variable 247) (16- to 20-year olds only)

Responses	National					Officer Markets (HSM + CM)															
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
VERY BAD IDEA	19.0	20.5	18.5	8.6	11.7	3.7	6.6	10.7	19.9	15.7	9.7	28.8	10.6	8.7	13.9	8.2	6.2	13.0	11.8	9.7	17.1
BAD IDEA	30.8	41.8	27.2	16.5	19.8	5.3	14.8	20.4	27.1	20.7	17.1	28.5	21.3	17.5	28.1	16.5	14.6	20.9	21.0	16.8	31.7
NEITHER	35.6	32.3	36.7	42.8	40.9	41.1	38.0	44.3	35.4	38.7	43.1	29.0	41.3	43.3	37.8	41.7	39.9	45.9	42.4	45.2	35.3
GOOD IDEA	8.0	2.5	9.8	19.4	16.4	33.2	24.7	14.0	10.7	15.5	18.9	7.9	13.5	17.3	6.9	20.0	22.9	13.0	16.7	18.2	12.7
VERY GOOD IDEA	2.2	0.0	3.0	7.4	6.0	15.9	11.9	3.8	3.7	5.0	5.2	4.7	4.8	7.2	0.5	9.0	10.8	4.8	5.1	6.4	1.9
DECEASED, NONE	0.4	0.5	0.3	1.2	0.9	0.0	1.2	1.1	0.4	1.2	1.3	0.8	1.4	2.1	0.0	0.3	0.4	0.0	0.9	1.0	0.6
Don't Know	3.9	2.3	4.4	4.1	4.2	0.9	2.8	5.6	2.7	3.3	4.6	0.5	6.9	3.9	12.3	4.3	5.1	2.5	2.1	2.7	0.7
Refused	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	457	113	344	1069	1413	74	297	722	283	393	297	96	409	296	113	310	240	70	301	236	65

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Not in Sample	626
Other	0
Total missing	626

NATIONAL SAMPLES	
16- to 20-year-old males living in continental US, who are MPS, not in service or ODP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
RM -- College Market: freshmen and sophomores in 4-year colleges	
ISM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	++ = Probably
+ = Probably	+ = Definitely
-- = Definitely not	-- = Probably not

YARMCOW -- SI1 FEEL ABOUT Y ARMY ENL: CO-WORKERS (Variable 248) (16- to 20-year olds only)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
VERY BAD IDEA	21.3	24.0	20.5	10.9	13.9	2.4	7.4	12.5	25.4	16.5	12.3	25.6	17.0	13.1	23.9	10.5	8.2	15.9	10.9	9.9	13.5
BAD IDEA	19.8	28.4	16.9	15.8	16.2	12.8	13.9	17.3	15.3	17.8	16.4	20.9	13.7	13.2	14.5	12.0	12.9	9.8	21.9	21.3	23.4
NEITHER	37.4	37.1	37.5	27.6	30.8	23.8	30.2	33.1	29.0	29.1	26.0	35.8	34.4	32.4	37.9	29.7	25.6	39.5	29.9	27.1	36.9
GOOD IDEA	6.1	2.8	7.2	11.7	10.3	19.7	19.5	8.6	4.1	9.5	11.1	6.1	8.8	10.0	6.7	12.6	15.6	5.7	10.1	9.5	11.6
VERY GOOD IDEA	0.7	0.0	1.0	4.7	3.5	12.1	6.4	1.7	3.6	4.5	5.1	3.0	3.0	4.4	0.5	3.6	5.2	0.0	2.8	4.0	0.0
DECEASED, NONE	7.9	5.6	8.7	9.6	9.3	15.7	9.1	9.4	8.2	10.8	12.0	8.3	7.1	7.8	5.8	10.5	10.0	11.8	8.3	7.8	9.6
NOT APPLICABLE (SKIPPED OUT)	5.5	2.1	6.6	16.5	13.4	10.8	12.0	13.9	12.7	9.3	13.4	0.3	14.5	17.2	9.8	17.0	19.3	11.5	13.1	16.3	5.1
Don't Know	1.1	0.0	1.5	3.2	2.7	2.6	1.4	3.5	1.4	2.6	3.7	0.0	1.3	1.8	0.4	4.0	3.3	5.8	2.9	4.0	0.0
Refused	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	457	113	344	1069	1413	74	297	722	283	393	297	96	409	296	113	310	240	70	301	236	65

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Not in Sample	626
Other	0
Total missing	626

NATIONAL SAMPLES	
16- to 20-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YARMSTUD -- S11 FEEL ABOUT Y ARMY ENL: FELLOW STUDENT (Variable 249) (16- to 20-year olds only)

Responses	National				Officer Markets (HSM + CM)																
	College			Total Market	Region I			Region II			Region III			Region IV							
	Total	CI	CM		HSM	RTTC Course Propensity		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM					
						++	+										-	--			
VERY BAD IDEA	28.1	34.5	26.0	15.3	18.7	9.6	12.4	16.5	31.8	21.3	15.2	34.6	17.5	15.4	21.2	14.0	12.5	17.5	22.3	18.8	31.2
BAD IDEA	29.0	34.7	27.1	24.2	25.2	9.5	16.4	28.2	30.0	25.9	25.3	27.3	25.0	22.5	29.5	25.1	25.6	23.9	24.4	23.2	27.5
NEITHER	36.5	29.0	39.0	39.2	39.1	30.3	43.8	41.8	29.9	36.3	37.6	33.3	38.2	40.6	33.8	42.7	38.1	53.5	39.9	41.1	37.0
GOOD IDEA	3.1	1.7	3.6	15.5	11.8	37.3	19.6	9.1	5.0	11.7	15.2	4.2	11.3	14.7	5.2	14.3	19.3	2.4	9.4	12.3	1.8
VERY GOOD IDEA	1.1	0.0	1.5	4.6	3.6	11.2	7.0	2.4	1.8	3.6	4.9	0.7	4.1	6.1	0.5	3.5	3.9	2.8	3.2	3.5	2.5
DECEASED, NONE	0.0	0.0	0.0	0.2	0.1	2.0	0.2	0.0	0.0	0.5	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Don't Know	2.0	0.0	2.7	0.9	1.4	0.0	0.6	1.9	1.3	0.7	1.1	0.0	3.8	0.7	9.3	0.4	0.6	0.0	0.8	1.1	0.0
Refused	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	457	113	344	1069	1413	74	297	722	283	393	297	96	409	296	113	310	240	70	301	236	65

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Not in Sample	626
Other	0
Total missing	626

NATIONAL SAMPLES	
16- to 20-year-old males living in continental US, who are NI, S, not in service or DNP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YARMBOSS -- SI1 FEEL ABOUT Y ARMY ENL: EMPLOYER (Variable 250) (16- to 20-year olds only)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
VERY BAD IDEA	22.8	31.1	20.0	9.4	12.7	7.9	9.4	11.2	20.5	13.2	9.0	22.4	12.8	9.0	19.5	11.8	7.3	22.4	13.2	12.7	14.4
BAD IDEA	18.7	22.1	17.5	10.1	12.4	7.5	6.0	15.1	12.0	13.8	10.6	20.8	12.0	8.9	17.5	11.4	10.3	13.8	12.2	10.3	17.1
NEITHER	32.8	26.0	35.0	30.7	32.1	19.5	30.4	34.2	32.1	30.2	28.2	34.5	36.3	36.4	36.2	26.2	27.3	23.4	36.8	32.1	48.6
GOOD IDEA	6.2	6.5	6.1	12.2	10.3	20.2	20.1	7.7	6.1	11.3	13.0	7.6	9.0	10.2	7.0	11.0	13.5	5.2	9.6	11.9	3.8
VERY GOOD IDEA	1.7	0.4	2.2	4.7	3.5	13.4	6.6	2.4	3.0	4.3	5.0	2.7	3.6	4.6	1.7	4.9	5.8	3.0	2.6	3.2	1.1
DECEASED, NONE	10.6	11.2	10.4	12.1	11.6	16.3	12.4	11.3	11.2	14.4	15.6	11.7	8.4	9.2	7.0	12.6	12.2	13.5	10.3	10.4	9.9
NOT APPLICABLE (SKIPPED OUT)	5.5	2.1	6.6	16.5	13.4	10.8	12.0	13.9	12.7	9.3	13.4	0.3	14.5	17.2	9.8	17.0	19.3	11.5	13.1	16.3	5.1
Don't Know	1.5	0.6	1.8	4.3	3.5	4.4	3.1	4.1	2.2	3.6	5.2	0.0	3.2	4.5	0.8	5.0	4.2	6.7	2.2	3.1	0.0
Refused	0.2	0.0	0.3	0.0	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.2	0.0	0.5	0.2	0.0	0.5	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	457	113	344	1069	1413	74	297	722	283	393	297	96	409	296	113	310	240	70	301	236	65

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Not in Sample	626
Other	0
Total missing	626

NATIONAL SAMPLES	
16- to 20-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YFRENMIL -- S12 Y HAVE FRIENDS CURRENTLY IN MILITARY (Variable 251) (16- to 20-year olds only)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	74.0	70.6	75.2	56.1	62.1	74.2	66.4	60.7	59.9	58.5	49.8	77.5	60.6	54.2	71.9	66.3	64.1	71.6	63.4	56.4	81.1
NO	25.8	29.4	24.7	43.8	37.8	25.8	33.6	39.3	39.8	41.5	50.2	22.5	39.2	45.8	27.5	33.7	35.9	28.4	36.3	43.1	18.9
Don't Know	0.1	0.0	0.2	0.1	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.5	0.0	0.0	0.0	0.3	0.4	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	457	113	344	1069	1413	74	297	722	283	393	297	96	409	296	113	310	240	70	301	236	65

MISSING DATA SUMMARY (unweighted count)	
Randomization: rotation	0
Instrument change	0
Not in Sample	626
Other	0
Total missing	626

NATIONAL SAMPLES	
16- to 20-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YFRENAP -- S13 Y MIL FRIENDS BRANCH OF SERVICE-AF (Variable 252) (16- to 20-year olds only)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	32.1	19.1	36.4	17.3	23.3	31.3	21.0	22.5	24.5	22.8	14.9	39.8	23.9	17.8	34.5	25.4	19.7	39.0	20.8	16.9	30.7
NO	42.0	51.5	38.8	38.8	38.8	42.9	43.4	38.2	35.4	35.8	34.9	37.6	36.8	36.4	37.4	41.0	44.5	32.6	42.6	39.5	50.4
NOT APPLICABLE (SKIPPED OUT)	26.0	29.4	24.8	43.9	37.9	25.8	33.6	39.3	40.1	41.5	50.2	22.5	39.4	45.8	28.1	33.7	35.9	28.4	36.6	43.6	18.9
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	457	113	344	1069	1413	74	297	722	283	393	297	96	409	296	113	310	240	70	301	236	65

MISSING DATA SUMMARY (Unweighted Count)	
Randomization/rotation	0
Instrument change	0
Not in Sample	626
Other	0
Total missing	626

NATIONAL SAMPLES	
16- to 20-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ : Definitely	-- : Probably not
++ : Definitely	-- : Probably not
++ : Definitely	-- : Probably not



3-CG

Responses	National										Officer Markers (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
YES	3.8	5.4	3.3	1.7	2.2	1.8	1.0	2.2	3.6	3.5	2.1	6.5	0.4	0.2	0.7	2.3	1.9	3.3	2.3	2.3	2.2	
NO	70.2	65.2	71.9	54.4	59.9	72.4	65.4	58.5	56.4	55.1	47.7	71.0	60.2	54.0	71.3	64.0	62.2	68.3	61.1	54.2	78.9	
NOT APPLICABLE (SKIPPED OUT)	26.0	29.4	24.8	43.9	37.9	25.8	33.6	39.3	40.1	41.5	50.2	22.5	39.4	45.8	28.1	33.7	35.9	28.4	36.6	43.6	18.9	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	457	113	344	1069	1413	74	297	722	283	393	297	96	409	296	113	310	240	70	301	236	65	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Not in Sample	626
Other	0
Total missing	626

NATIONAL SAMPLES

16- to 20-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, and not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

CI --- College Influencers: college juniors and seniors  
CM --- College Market: freshmen and sophomores in 4-year colleges  
HSM --- High School Market: college-oriented high school juniors and seniors

OFFICER MARKETS (IISM + CM)

Officer Markets are reported by Army ROTC Administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:

++ = Definitely      = Probably not  
 + = Probably        -- = Definitely not





YFRENNA -- S13 Y MIL FRIENDS BRANCH OF SERVICE-NAVY (Variable 256) (16- to 20-year olds only)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	RUTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	30.8	27.2	32.0	19.1	23.2	30.3	22.6	20.5	29.0	25.7	21.2	35.4	24.0	18.5	33.8	19.2	16.6	25.4	23.4	20.0	32.2
NO	43.3	43.4	43.2	36.9	38.9	43.8	43.8	40.1	30.9	32.8	28.6	42.1	36.6	35.7	38.1	47.1	47.5	46.2	40.0	36.5	48.9
NOT APPLICABLE (SKIPPED OUT)	26.0	29.4	24.8	43.9	37.9	25.8	33.6	39.3	40.1	41.5	50.2	22.5	39.4	45.8	28.1	33.7	35.9	28.4	36.6	43.6	18.9
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	457	113	344	1069	1413	74	297	722	283	393	297	96	409	296	113	310	240	70	301	236	65

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Not in Sample	626
Other	0
Total missing	626

NATIONAL SAMPLES	
16- to 20-year-old males living in continental US, who are NPS, not in service or OEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriental high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YFRENACT -- S14 ARE Y ARMY FRIENDS IN ACTIVE ARMY (Variable 257) (16- to 20-year olds only)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	RDTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	31.3	30.0	31.7	23.5	26.1	47.9	26.9	24.1	25.7	27.3	22.9	37.0	25.6	24.6	27.3	26.7	26.3	27.7	24.4	19.9	35.7
NO	11.2	8.9	11.9	8.9	9.8	14.2	12.3	10.5	5.7	7.7	7.8	7.6	8.3	8.0	9.0	11.6	8.9	17.8	12.3	11.0	15.5
NOT APPLICABLE (SKIPPED OUT)	56.8	60.9	55.5	66.3	62.9	38.0	59.8	64.3	67.3	64.4	68.8	54.8	64.9	66.7	61.8	60.4	62.9	54.5	61.4	66.6	48.2
Don't Know	0.7	0.2	0.8	1.3	1.2	0.0	0.9	1.2	1.3	0.5	0.5	0.6	1.1	0.7	1.9	1.3	1.9	0.0	1.9	2.4	0.6
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	457	113	344	1069	1413	74	297	722	283	393	297	96	409	296	113	310	240	70	301	236	65

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Not in Sample	626
Other	0
Total missing	626

NATIONAL SAMPLES	
16- to 20-year-old males living in continental US, who are NPS, not in service or DTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	= = Probably not
+ = Probably	-- = Definitely not



YFRENANG -- SIA ARE Y ARMY FRIENDS IN NAT GUARD (Variable 259) (16- to 20-year olds only)

Responses	National			Officer Markets (HSM + CM)											
	College			Total			Region I			Region II			Region III		
	Total	CI	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	10.0	6.8	11.0	8.9	7.9		6.6	5.4	9.2	8.4	8.1	9.1	12.9	11.3	16.6
NO	32.4	31.2	32.8	26.9	24.1		48.3	26.3	25.5	26.7	24.5	22.0	29.1	25.5	24.4
NOT APPLICABLE (SKIPPED OUT)	56.8	60.9	55.5	62.9	66.3		38.0	59.8	64.3	67.3	64.9	66.7	61.8	60.4	62.9
Don't Know	0.8	1.1	0.7	1.4	1.7		0.8	1.0	1.6	0.8	2.1	3.2	0.0	1.2	1.4
Total weighted percent	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	457	113	344	1413	1069		74	297	722	283	409	296	113	310	240

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Not in Sample	626
Other	0
Total missing	626

NATIONAL SAMPLES	
16- to 20-year-old males living in continental US, who are NPS, not in service or DTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	Definitely
+	Probably
--	Probably not
---	Definitely not

YFRENARO -- S14 ARE Y ARMY FRIENDS IN ROTC (Variable 260) (16- to 20-year olds only)

Responses	National			Officer Markets (HSM + CM)												Region I			Region II			Region III			Region IV		
	College			Total Market			Propensity			Total			HSM			Total			HSM			Total			HSM		
	Total	CI	CM	Total	HSM	CM	++	+	-	++	+	-	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	15.1	8.7	17.2	5.7	9.3	10.1	13.5	8.8	10.9	6.0	10.1	5.0	21.0	8.7	5.9	13.8	9.7	7.8	14.3	8.6	4.1	20.2	26.1	24.8	29.3	26.1	24.8
NO	27.0	30.4	25.8	25.2	25.4	24.5	45.6	29.6	22.4	25.0	24.5	25.6	22.1	22.9	22.6	23.4	28.2	27.4	30.3	26.1	24.8	29.3	26.1	24.8	29.3	26.1	24.8
NOT APPLICABLE (SKIPPED OUT)	56.8	60.9	55.5	66.3	62.9	64.4	38.0	59.8	64.3	67.3	64.4	68.8	54.8	64.9	66.7	61.8	60.4	62.9	54.5	61.4	66.6	48.2	61.4	66.6	48.2	61.4	66.6
Don't Know	1.1	0.0	1.5	2.8	2.4	1.0	2.9	1.9	2.4	1.7	1.0	0.5	2.0	3.4	4.8	0.9	1.7	2.0	0.9	3.9	4.5	2.4	3.9	4.5	2.4	3.9	4.5
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	457	113	344	1069	1413	393	74	297	722	283	393	297	96	409	296	113	310	240	70	301	236	65	301	236	65	301	236

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Not in Sample	626
Other	0
Total missing	626

NATIONAL SAMPLES	
16- to 20-year-old males living in continental US, who are MPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	++ = Probably
+	+
-	-
-- = Definitely not	-- = Definitely not

YFAMMIL -- S15 Y HAVE FAMILY CURRENTLY IN MILITARY (Variable 261) (16- to 20-year olds only)

Responses	National										Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity						Region I			Region II			Region III			Region IV								
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM							
YES	24.9	20.2	26.5	28.7	44.0	35.2	26.0	22.7	27.0	28.4	23.8	29.7	30.9	27.6	31.6	31.1	32.9	23.1	24.0	21.0								
NO	75.1	79.8	73.5	71.2	56.0	64.6	74.0	77.3	72.9	71.4	76.2	70.1	68.9	72.4	68.4	68.9	67.1	76.9	76.0	79.0								
Don't know	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.1	0.2	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0								
Total sample size	457	113	344	1069	74	297	722	283	393	297	96	409	296	113	310	240	70	301	236	65								

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Not in Sample	626
Other	0
Total missing	626

NATIONAL SAMPLES	
16- to 20-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	--- = Definitely not





YFAMAR -- SI6 Y MIL FAMILY BRANCH SERVICE-ARMY (Variable 263) (16- to 20-year olds only)

Responses	National				Officer Markets (HSM + CM)											
	College			Total Market	Region I			Region II			Region III			Region IV		
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	9.6	9.0	9.7	11.6	10.2	12.6	5.0	12.3	14.1	9.0	16.3	15.6	18.0	6.9	6.7	7.5
NO	15.4	11.2	16.8	16.4	16.8	15.8	18.8	17.4	16.7	18.6	15.3	15.5	14.9	16.2	17.3	13.5
NOT APPLICABLE (SKIPPED OUT)	75.1	79.8	73.5	72.0	73.0	71.6	76.2	70.3	69.1	72.4	68.4	68.9	67.1	76.9	76.0	79.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	457	113	344	1069	393	297	96	409	296	113	310	240	70	301	236	65

MISSING DATA SUMMARY (Unweighted Count)	
Randomization/rotation	0
Instrument change	0
Not in Sample	626
Other	0
Total missing	626

NATIONAL SAMPLES	
16- to 20-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YFAMCG -- SI6 Y MIL FAMILY BRANCH SERVICE-CG (Variable 264) (16- to 20-year olds only)

Responses	National			Officer Markets (HSM + CM)											
	College			Total			Region I			Region II			Region III		
	CI			HSM			CM			CM			CM		
	Total	CI	CM	Total	CI	CM	Total	CI	CM	Total	CI	CM	Total	CI	CM
YES	0.4	0.0	0.6	0.3	0.4	0.4	0.0	0.3	0.3	0.8	0.1	0.2	0.0	0.5	0.3
NO	24.5	20.2	25.9	28.4	27.7	27.7	44.0	34.9	25.8	21.9	26.8	28.2	23.8	29.2	30.5
NOT APPLICABLE (SKIPPED OUT)	75.1	79.8	73.5	71.3	72.0	72.0	56.0	64.8	74.0	77.3	73.0	71.6	76.2	70.3	69.1
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	457	113	344	1069	1413	1413	74	297	722	283	393	297	96	409	296

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Not in Sample	626
Other	0
Total missing	626

NATIONAL SAMPLES	
16- to 20-year-old males living in continental US, who are MTS, not in service or IEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YFAMMC -- SI6 Y MIL FAMILY BRANCH SERVICE-MC (Variable 265) (16- to 20-year olds only)

Responses	National										Officer Markets (HSM + CM)									
	College					Total Market					Region I					Region II				
	Total		CI		CM	HSM		RTTC Course Propensity			Total		HSM		CM	Total		HSM		CM
	4.2	0.8	5.3	5.4	5.4	5.3	5.4	++	+	-	6.5	7.3	4.8	3.4	3.7	2.9	4.1	3.8	4.9	7.4
YES	20.8	19.4	21.2	23.3	22.7	25.8	29.5	18.2	5.7	5.5	20.4	21.1	18.9	26.2	27.1	24.7	27.5	27.2	28.0	15.7
NO	75.1	79.8	73.5	71.3	72.0	56.0	64.8	74.0	77.3	73.0	71.6	76.2	70.3	69.1	72.4	68.4	68.9	67.1	76.9	79.0
NOT APPLICABLE (SKIPPED OUT)	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total weighted percent	457	113	344	1069	1413	74	297	722	283	393	297	96	409	296	113	310	240	70	301	236
Total sample size																				65

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Not in Sample	626
Other	0
Total missing	626

NATIONAL SAMPLES	
16- to 20-year-old males living in continental US, who are M1's, not in service or DFP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	--- = Definitely not

YFAMNA -- SI6 Y MIL FAMILY BRANCH SERVICE-NAVY (Variable 266) (16- to 20-year olds only)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	6.4	4.3	7.1	6.9	7.0	5.5	8.7	6.1	7.2	9.1	6.6	14.6	6.2	6.3	6.2	6.4	8.7	0.8	5.8	6.1	5.0
NO	18.6	15.9	19.5	21.8	21.0	38.5	26.5	19.9	15.5	17.9	21.8	9.2	23.5	24.6	21.4	25.2	22.4	32.0	17.4	17.9	16.0
NOT APPLICABLE (SKIPPED OUT)	75.1	79.8	73.5	71.3	72.0	56.0	64.8	74.0	77.3	73.0	71.6	76.2	70.3	69.1	72.4	68.4	68.9	67.1	76.9	76.0	79.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	457	113	344	1069	1413	74	297	722	283	393	297	96	409	296	113	310	240	70	301	236	65

MISSING DATA SUMMARY (Unweighted count)	
Randomization/Rotation	0
Instrument change	0
Not in Sample	626
Other	0
Total missing	626

NATIONAL SAMPLES	
16- to 20-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Fier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YFAMACT -- S17 ARE Y ARMY FAMILY IN ACTIVE ARMY (Variable 267) (16- to 20-year olds only)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	6.3	7.5	5.9	8.8	7.9	15.2	12.9	5.3	8.4	7.5	9.1	4.2	8.4	9.5	6.5	10.2	11.7	6.5	5.0	4.4	6.6
NO	2.9	1.6	3.3	3.4	3.4	5.4	4.4	3.0	3.2	2.7	3.5	0.9	3.7	4.3	2.4	5.4	3.8	9.2	1.7	2.0	0.9
NOT APPLICABLE (SKIPPED OUT)	90.4	91.0	90.3	87.6	88.4	78.3	82.7	91.3	88.4	89.8	87.4	95.0	87.7	85.9	91.0	83.7	84.4	82.0	93.1	93.3	92.5
Don't Know	0.4	0.0	0.6	0.2	0.3	1.0	0.0	0.4	0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.7	0.0	2.3	0.2	0.3	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	457	113	344	1069	1413	74	297	722	283	393	297	96	409	296	113	310	240	70	301	236	65

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Not in Sample	626
Other	0
Total missing	626

NATIONAL SAMPLES	
16- to 20-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YFAMARV -- SI7 ARE Y ARMY FAMILY IN RESERVE (Variable 268) (16- to 20-year olds only)

Responses	National				Officer Markets (HSM + CM)													
	College			Total Market	Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
YES	2.2	3.2	1.9	3.3	2.8	0.8	5.2	1.9	3.9	--	--	--	--	--	--	--	--	--
NO	7.2	5.8	7.6	8.8	8.4	19.8	11.8	6.5	7.7	7.9	7.9	7.9	7.9	7.9	7.9	7.9	7.9	7.9
NOT APPLICABLE (SKIPPED OUT)	90.4	91.0	90.3	87.6	88.4	78.3	82.7	91.3	88.4	89.8	87.4	95.0	87.7	85.9	91.0	83.7	84.4	82.0
Don't Know	0.2	0.0	0.2	0.3	0.3	1.0	0.3	0.3	0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.5	0.3	0.8
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	457	113	344	1069	1413	74	297	722	283	393	297	96	409	296	113	310	240	70

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Not in Sample	626
Other	0
Total missing	626

NATIONAL SAMPLES	
16- to 20-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YFAMANG -- SI7 ARE Y ARMY FAMILY IN NAT GUARD (Variable 269) (16- to 20-year olds only)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	1.8	0.5	2.2	2.1	2.2	5.6	3.1	2.0	1.2	1.7	2.1	0.7	1.5	1.3	1.9	4.3	3.8	5.6	1.0	1.0	0.9
NO	7.6	8.5	7.3	10.1	9.2	15.1	14.2	6.4	10.4	8.5	10.5	4.3	10.5	12.5	7.1	11.7	11.8	11.6	5.4	5.0	6.6
NOT APPLICABLE (SKIPPED OUT)	90.4	91.0	90.3	87.6	88.4	78.3	82.7	91.3	88.4	89.8	87.4	95.0	87.7	85.9	91.0	83.7	84.4	82.0	93.1	93.3	92.5
Don't Know	0.2	0.0	0.2	0.2	0.2	1.0	0.0	0.3	0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.2	0.0	0.8	0.5	0.7	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	457	113	344	1069	1413	74	297	722	283	393	297	96	409	296	113	310	240	70	301	236	65

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Not in Sample	626
Other	0
Total missing	626

NATIONAL SAMPLES	
16- to 20-year-old males living in continental US, who are NPS, not in service or DTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably
+ = Probably	-- = Definitely not

YFAMARO -- SI7 ARE Y ARMY FAMILY IN ROTC (Variable 270) (16- to 20-year olds only)

Responses	National				Officer Markets (HSM + CM)															
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM
YES	0.3	0.3	0.3	0.4	0.4	0.0	0.3	0.2	0.8	0.1	0.1	0.0	0.4	0.0	1.0	1.0	1.4	0.0	0.0	0.0
NO	9.3	8.7	9.4	11.6	10.9	20.6	16.8	8.3	10.4	10.1	12.4	5.0	11.4	13.3	8.0	15.3	14.1	18.0	6.2	5.8
NOT APPLICABLE (SKIPPED OUT)	90.4	91.0	90.3	87.6	88.4	78.3	82.7	91.3	88.4	89.8	87.4	95.0	87.7	85.9	91.0	83.7	84.4	82.0	93.1	93.3
Don't Know	0.0	0.0	0.0	0.4	0.3	1.0	0.2	0.2	0.4	0.0	0.0	0.0	0.5	0.8	0.0	0.0	0.0	0.0	0.7	0.9
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	457	113	344	1069	1413	74	297	722	283	393	297	96	409	296	113	310	240	70	301	236

MISSING DATA SUMMARY (unweighted count)	
Randomization/Rotation	0
Instrument change	0
Not in Sample	626
Other	0
Total missing	626

NATIONAL SAMPLES	
16- to 20-year-old males living in continental US, who are NPS, not in service or OIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
+	Definitely
.	Probably
-	Probably not
--	Definitely not



# YIPHY5 -- 1A IMP OF HAVING PHYSICAL CHALLENGE (Variable 272)

Responses	Officer Markets (HSM + CM)																				
	National						Region I			Region II			Region III			Region IV					
	College			HSM	Total Market	ROTC Course Propensity			Region I		Region II		Region III		Region IV						
	Total	I	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
NOT AT ALL IMPOR	2.2	2.3	2.1	2.2	2.2	2.8	1.7	1.8	3.6	2.1	2.0	2.1	1.8	1.8	1.8	2.2	3.0	0.4	2.8	1.9	4.7
SCALE POINT 2	5.1	4.7	5.5	3.2	4.0	0.4	0.9	4.5	6.3	2.9	2.9	2.7	3.0	3.0	2.9	5.2	2.9	10.3	5.4	4.1	8.5
SCALE POINT 3	20.7	23.8	17.1	14.3	15.2	5.7	11.1	17.3	15.8	16.2	11.9	24.1	16.1	16.6	15.3	13.5	14.9	10.5	15.0	14.3	16.4
SCALE POINT 4	35.7	35.4	36.1	31.6	33.2	24.5	30.2	34.2	35.2	32.3	31.9	33.0	37.9	36.1	40.6	29.9	28.1	33.7	32.7	30.7	37.3
VERY IMPORTANT	36.3	33.8	39.2	48.7	45.4	66.5	56.2	42.3	39.1	46.6	51.2	38.1	41.2	42.5	39.4	49.2	51.0	45.2	44.2	48.9	33.1
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DFP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YIHQUAL -- IA IMP OF HIGHLY TRAINED COWORKERS (Variable 273)

Responses	National			Officer Markets (HSM + CM)									
	College			Total Market	Region I			Region II			Region III		
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
NOT AT ALL IMPOR	1.1	1.8	0.4	1.8	1.3	0.2	1.3	1.4	1.5	1.7	2.0	1.2	1.0
SCALE POINT 2	2.1	1.0	3.5	2.6	2.9	0.0	1.3	3.4	4.0	2.0	2.3	1.5	3.3
SCALE POINT 3	15.8	16.3	15.1	15.9	15.6	18.9	11.2	15.8	18.0	20.8	18.9	24.4	13.1
SCALE POINT 4	30.4	28.6	32.4	28.6	29.9	16.4	27.9	31.4	30.9	29.5	26.9	34.2	30.7
VERY IMPORTANT	50.5	52.4	48.4	51.1	50.2	64.5	58.4	48.0	45.7	46.0	49.8	38.7	51.5
Don't Know	0.1	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
! = Probably	-- = Definitely not

# YICASHED -- IA IMP OF EARNING MONEY FOR EDUCATION (Variable 274)

Responses	National										Officer Markets (HSM + CM)											
	College					Propensity					Region I			Region II			Region III			Region IV		
	Total	CI	CM	HSM	Total Market	++	+	-	--	Total	Total	HSM	CM	Total	Total	HSM	CM	Total	Total	HSM	CM	Total
	8.8	9.5	8.1	3.2	4.9	2.7	2.3	4.2	9.5	5.7	3.7	9.4	4.1	2.3	6.8	5.6	3.4	10.3	3.8	3.3	5.0	5.0
NOT AT ALL IMPOR	10.3	13.3	6.8	4.8	5.5	3.5	3.4	5.7	7.2	6.0	5.1	7.9	4.4	1.8	8.3	6.2	6.9	4.7	5.0	5.0	5.1	5.1
SCALE POINT 2	15.5	17.0	13.8	11.8	12.5	6.6	9.5	12.9	15.1	13.8	13.4	14.5	12.5	14.1	10.2	10.8	8.0	16.8	12.7	11.7	15.0	15.0
SCALE POINT 3	21.9	19.0	25.3	20.5	22.1	10.2	20.3	25.1	19.7	19.8	19.6	20.0	26.0	22.6	31.0	20.0	18.4	23.3	23.6	22.1	27.2	27.2
SCALE POINT 4	43.3	40.9	46.0	59.5	54.9	77.1	64.6	52.1	48.2	54.5	57.9	48.1	52.8	58.9	43.8	57.5	63.3	44.9	54.9	58.0	47.7	47.7
VERY IMPORTANT	0.2	0.3	0.0	0.2	0.1	0.0	0.0	0.0	0.3	0.2	0.3	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Don't Know	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total weighted percent	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83	83
Total sample size																						

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or OJP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CJ -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YITRAIN -- IA IMP OF TRAINING IN USEFUL SKILLS (Variable 275)

Responses	National			Officer Markets (HSM + CM)									
	College			Total Market	Region I			Region II			Region III		
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
NOT AT ALL IMPOR	1.5	1.1	1.8	1.7	1.8	0.2	1.1	1.3	4.1	1.5	1.6	1.3	1.7
SCALE POINT 2	5.1	6.6	3.3	2.2	2.6	1.7	0.7	2.7	4.3	2.5	2.5	2.6	1.8
SCALE POINT 3	16.2	16.6	15.8	10.9	12.6	6.8	9.8	12.6	16.3	12.4	10.1	16.9	13.9
SCALE POINT 4	30.6	31.3	29.8	28.6	29.0	10.4	29.2	33.2	24.4	32.8	31.5	35.3	27.3
VERY IMPORTANT	46.4	43.9	49.2	56.6	54.1	80.9	59.3	50.2	50.7	50.7	54.4	43.8	55.1
Don't Know	0.3	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.4	0.2
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or OEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely, not

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
NOT AT ALL IMPOR	1.4	1.5	1.3	2.1	1.8	0.8	1.8	1.9	1.8	1.6	2.1	0.5	2.5	2.3	2.7	1.9	2.0	1.6	1.3	1.8	0.0
SCALE POINT 2	2.2	2.0	2.5	1.7	2.0	0.8	1.4	2.4	1.9	1.5	1.7	1.1	2.1	2.1	2.0	1.7	1.2	2.6	2.9	1.9	5.4
SCALE POINT 3	11.3	10.9	11.8	8.3	9.5	5.4	10.4	8.7	10.9	9.7	6.7	15.3	7.4	7.8	6.8	9.5	8.3	12.0	11.7	10.9	13.5
SCALE POINT 4	24.9	24.0	26.1	20.5	22.4	13.7	18.2	24.4	23.0	21.1	19.4	24.2	26.0	22.5	31.2	17.5	17.2	18.2	26.1	23.9	31.0
VERY IMPORTANT	60.0	61.6	58.2	67.4	64.3	79.3	68.3	62.4	62.4	66.2	70.1	59.0	61.7	65.2	56.6	69.5	71.2	65.6	58.1	61.5	50.1
Don't Know	0.1	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

**NATIONAL SAMPLES**

16- to 24-year-old males living in continental US, who are NPS, not in service or DTP, non-institutionalized, and not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

CI -- College Influencers: college juniors and seniors  
CM -- College Market: freshmen and sophomores in 4-year colleges  
HSM -- High School Market: college-oriented high school juniors and seniors

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix (I)) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:

++	= Definitely	--	= Probably not
+	= Probably	-	= Definitely not

# YICNTRY -- IA IMP OF SERVING COUNTRY (Variable 277)

Responses	National																Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV									
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM							
NOT AT ALL IMPOR	8.0	7.2	8.9	6.0	7.0	3.8	1.6	6.1	15.6	8.3	7.2	10.4	8.0	5.4	11.9	4.3	2.7	7.7	7.2	9.0	3.0							
SCALE POINT 2	13.9	16.0	11.5	7.1	8.6	1.0	3.1	9.9	12.3	8.6	7.7	10.3	9.8	8.0	12.6	7.5	5.6	11.4	8.6	7.2	11.9							
SCALE POINT 3	28.8	30.4	26.9	22.2	23.8	5.8	16.8	25.7	28.9	24.5	25.2	23.2	26.1	22.2	31.8	18.5	17.0	21.9	26.5	24.4	31.5							
SCALE POINT 4	24.2	24.8	23.4	28.1	26.5	26.3	29.6	28.4	18.2	27.2	28.0	25.8	26.8	31.2	20.2	26.4	28.0	23.0	25.1	25.2	25.0							
VERY IMPORTANT	25.0	21.4	29.3	36.3	33.9	63.1	48.9	29.8	24.9	31.2	31.6	30.4	29.3	33.3	23.4	43.2	46.5	36.0	32.2	33.8	28.5							
Don't Know	0.0	0.1	0.0	0.2	0.1	0.0	0.0	0.2	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.3	0.4	0.0							
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0							
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83							

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YILEADER -- IA IMP OF DEVELOPING LEADERSHIP SKILLS (Variable 278)

Responses	Officer Markets (HSM + CM)																											
	National			Region I																Region II			Region III			Region IV		
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV										
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM							
NOT AT ALL IMPOR	2.1	2.9	1.2	2.7	2.2	1.5	1.8	1.9	3.6	2.6	3.4	1.2	1.5	1.7	1.3	2.5	3.1	1.1	2.1	2.5	1.4							
SCALE POINT 2	3.4	2.2	4.9	3.6	4.1	0.0	3.3	4.1	6.1	3.6	2.6	5.5	3.6	3.6	3.6	3.4	3.4	3.5	6.0	5.2	8.0							
SCALE POINT 3	14.9	16.5	13.0	14.5	14.0	2.8	10.3	15.2	16.7	16.0	16.3	15.4	11.9	11.6	12.4	11.3	11.0	11.8	17.0	19.4	11.3							
SCALE POINT 4	30.7	29.5	32.2	30.0	30.7	24.3	31.3	31.7	28.1	27.3	26.7	28.4	34.1	35.0	32.7	30.3	29.9	31.1	32.3	29.3	39.1							
VERY IMPORTANT	48.8	49.0	48.5	49.1	48.9	71.3	53.4	47.1	45.5	50.4	50.9	49.5	48.7	48.1	49.4	52.6	52.6	52.5	42.6	43.6	40.2							
Don't Know	0.1	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0							
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0							
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83							

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or ODP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
UM -- College Market: freshmen and sophomores in 4-year colleges	
IISM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	= Probably
-	= Definitely not

# YHITECH -- IA IMP OF WORKING WITH HI-TECH EQUIP (Variable 279)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	Region I			Region II			Region III			Region IV							
	Total	CI	CM		HSM	RTTC Course Propensity		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM					
						++	+										-	--			
NOT AT ALL IMPOR	7.9	10.1	5.4	4.9	5.1	6.5	1.7	4.4	9.4	7.0	7.3	6.4	3.7	4.0	3.2	4.9	3.2	8.8	4.0	4.4	3.3
SCALE POINT 2	10.6	10.5	10.7	6.7	8.1	0.9	6.4	8.6	9.9	8.7	6.9	12.0	8.2	8.5	7.7	8.1	6.4	11.9	6.9	4.8	11.8
SCALE POINT 3	24.5	24.1	25.1	20.2	21.9	5.7	19.4	23.9	22.0	21.8	19.3	26.4	22.7	20.3	26.4	19.6	18.6	21.8	23.7	23.3	24.8
SCALE POINT 4	28.1	28.2	27.9	28.0	28.0	17.1	25.5	30.7	25.3	28.7	28.8	28.7	26.8	27.4	25.9	25.1	25.1	25.0	31.8	31.0	33.8
VERY IMPORTANT	28.8	27.2	30.7	40.3	37.0	69.8	47.0	32.3	33.4	33.8	37.7	26.6	38.3	39.8	36.2	42.3	46.8	32.5	33.6	36.7	26.3
Don't Know	0.1	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or ODP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not



# YIPROUD -- 1A IMP OF EXPERIENCES TO BE PROUD OF (Variable 280)

Responses	National										Officer Markets (HSM + CM)																	
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV										
	Total	CI	CM			++	+	-	---	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM							
NOT AT ALL IMPDR	1.4	1.6	1.3	1.1	1.1	0.0	0.5	1.2	2.0	0.6	0.8	0.4	1.1	1.2	0.9	1.0	0.9	1.3	2.0	1.4	3.3							
SCALE POINT 2	2.0	1.8	2.3	0.7	1.3	0.4	0.1	1.3	2.6	1.2	1.1	1.3	1.3	0.3	2.8	1.4	0.8	2.6	1.2	0.6	2.6							
SCALE POINT 3	10.9	11.4	10.2	6.8	8.0	1.5	6.3	7.1	12.9	8.2	5.4	13.5	9.6	9.5	9.7	6.0	5.5	7.0	8.1	7.4	9.5							
SCALE POINT 4	23.9	22.4	25.7	21.7	23.1	8.7	19.4	26.9	19.5	19.2	17.4	22.7	22.0	19.2	26.1	22.4	23.1	21.1	31.0	28.7	36.2							
VERY IMPORTANT	61.7	62.8	60.4	69.7	66.5	89.4	73.7	63.6	63.1	70.8	75.4	62.1	65.8	69.7	59.9	69.2	69.7	68.1	57.8	61.8	48.4							
Don't Know	0.1	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0							
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0							
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83							

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	Probably
-	Definitely not

# YIOTEN -- IA IMP OF DEVELOPING POTENTIAL (Variable 281)

Responses	National			Officer Markets (HSM + CM)																		
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
NOT AT ALL IMPOR	0.6	0.6	0.5	1.1	0.9	0.9	0.0	0.5	1.2	0.8	0.7	0.8	0.4	1.1	0.9	1.3	1.1	1.6	0.0	0.8	1.1	0.0
SCALE POINT 2	0.9	0.4	1.5	0.6	0.9	0.9	0.0	1.0	0.9	1.3	0.2	0.1	0.5	1.1	1.1	1.1	1.2	1.0	1.7	1.5	0.6	3.7
SCALE POINT 3	4.2	3.0	5.7	6.1	5.9	5.9	3.4	3.5	6.4	6.7	6.8	5.8	8.7	5.1	5.5	4.5	6.0	6.8	4.4	5.7	6.3	4.3
SCALE POINT 4	23.3	23.2	23.3	19.3	20.7	20.7	9.3	20.1	22.3	20.4	18.4	18.5	18.1	19.6	16.3	24.5	20.9	18.7	25.6	25.1	24.1	27.4
VERY IMPORTANT	71.0	72.7	68.9	72.9	71.5	71.5	87.2	74.9	69.2	70.8	73.9	74.8	72.3	73.2	76.3	68.5	70.8	72.0	68.3	67.0	67.9	64.7
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YICIVCAR -- 1A IMP OF HELPING CIVILIAN CAREER DEV (Variable 282)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
NOT AT ALL IMPOR	1.0	0.6	1.4	1.1	1.2	0.0	0.2	1.1	2.9	0.8	0.8	0.9	1.4	1.2	1.5	0.9	0.8	1.0	2.0	1.9	2.3
SCALE POINT 2	1.1	0.7	1.5	1.4	1.4	0.0	0.8	1.9	1.5	1.5	1.9	0.7	1.0	0.0	2.4	1.2	1.6	0.4	2.2	1.9	3.1
SCALE POINT 3	5.6	6.1	5.1	6.5	6.0	2.1	5.8	6.2	6.5	6.5	6.2	7.1	7.4	7.3	7.6	4.9	6.0	2.5	4.9	6.6	0.9
SCALE POINT 4	24.3	23.5	25.3	23.1	23.9	11.9	27.2	24.9	20.9	23.1	21.8	25.5	23.6	24.2	22.9	22.0	20.3	25.8	27.5	27.3	28.2
VERY IMPORTANT	68.0	69.1	66.7	67.8	67.5	86.0	66.1	66.0	68.2	68.1	69.3	65.8	66.6	67.2	65.6	71.0	71.3	70.2	63.3	62.3	65.6
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	= Probably
--	= Definitely not

# YIWEEKEN -- IA IMP OF WEEKEND EXCITEMENT (Variable 284)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
NOT AT ALL IMPOR	2.1	1.8	2.4	3.4	3.1	5.5	3.4	2.8	2.8	2.7	2.9	2.5	1.2	1.7	0.5	3.6	4.9	0.8	5.2	4.3	7.5
SCALE POINT 2	6.7	8.5	4.5	5.5	5.1	0.4	7.0	5.8	3.6	4.1	3.5	5.4	5.2	5.4	4.7	3.5	4.5	1.5	8.5	9.5	6.2
SCALE POINT 3	19.3	19.0	19.6	16.6	17.6	15.1	14.7	18.7	18.6	15.6	14.3	18.1	17.3	17.6	16.9	17.6	15.1	23.0	20.9	20.2	22.4
SCALE POINT 4	27.8	29.3	26.0	20.6	22.5	16.8	19.2	24.1	22.3	22.8	20.8	26.6	25.1	21.9	29.9	18.0	16.9	20.6	24.0	23.4	25.4
VERY IMPORTANT	44.1	41.4	47.3	53.9	51.7	62.2	55.7	48.6	52.7	54.6	58.5	47.4	50.9	53.3	47.3	57.2	58.7	54.1	41.3	42.5	38.5
Don't Know	0.1	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YIHOME -- IA IMP OF STAYING IN OWN HOMETOWN (Variable 285)

Responses	National				Officer Markets (HSM + CM)												Region IV						
	College			HSM	Total Market	ROTC Course			Propensity			Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	---	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM		
NOT AT ALL IMPOR	22.5	23.2	21.8	20.9	21.2	23.1	19.5	20.8	24.2	21.7	22.8	19.8	23.7	21.1	27.5	21.2	21.4	20.6	17.3	17.4	17.1		
SCALE POINT 2	23.2	24.6	21.6	17.1	18.6	12.3	16.3	18.5	22.4	18.1	13.6	26.6	20.8	21.8	19.4	17.6	16.4	20.2	18.0	17.7	18.7		
SCALE POINT 3	24.8	24.5	25.1	24.3	24.6	22.4	23.1	26.4	21.8	27.0	28.1	24.8	24.7	21.9	28.9	20.7	19.7	22.8	25.7	27.1	22.4		
SCALE POINT 4	14.1	14.6	13.6	15.8	15.1	15.2	18.3	14.6	13.5	13.3	14.6	10.8	14.6	16.7	11.5	15.0	15.5	13.7	18.4	16.9	21.9		
VERY IMPORTANT	15.3	13.1	17.8	21.8	20.5	26.9	22.8	19.6	18.1	19.8	20.8	18.0	16.2	18.5	12.7	25.5	26.8	22.7	20.6	20.9	19.9		
Don't Know	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0		
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83		

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not



# YIMATURE -- IA IMP OF BECOM MORE MATURE/RESPONSIBLE (Variable 287)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
NOT AT ALL IMPOR	2.5	2.1	3.0	2.1	2.4	3.1	1.5	1.6	5.2	1.2	0.7	2.1	3.8	2.3	6.0	2.5	3.1	1.1	2.3	2.5	1.8
SCALE POINT 2	2.6	2.2	3.1	1.6	2.1	0.0	1.1	2.4	2.8	2.5	1.5	4.3	1.7	1.3	2.3	1.6	1.0	2.9	2.6	2.7	2.3
SCALE POINT 3	12.1	13.8	10.3	6.5	7.8	4.7	7.6	8.2	7.7	9.4	6.2	15.3	7.5	6.8	8.6	5.5	5.2	6.2	8.8	8.3	9.7
SCALE POINT 4	24.0	24.5	23.4	19.7	21.0	22.1	19.5	22.4	18.2	24.0	24.5	23.1	19.8	17.7	23.0	17.5	15.6	21.6	22.4	20.3	27.3
VERY IMPORTANT	58.6	57.4	60.0	73.1	66.6	70.1	70.2	65.3	66.1	63.0	67.2	55.1	66.9	71.8	59.5	72.9	75.1	68.3	64.0	66.2	58.8
Don't Know	0.1	0.0	0.2	3.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or IMP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	Definitely
+	Probably
-	Probably not
--	Definitely not

# YINNOV -- IA IMP OF USING OWN JUDGEMENT (Variable 288)

Responses	National						Officer Markets (HSM + CM)														
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
NOT AT ALL IMPOR	0.7	0.6	0.8	1.2	1.0	0.8	0.6	1.2	1.3	0.7	1.1	0.0	1.4	1.5	1.2	0.6	0.8	0.0	1.7	1.4	2.3
SCALE POINT 2	1.3	0.1	2.7	0.9	1.5	0.0	0.9	1.4	2.4	2.2	0.7	4.9	0.8	0.4	1.4	1.5	1.4	1.8	1.5	1.1	2.3
SCALE POINT 3	7.7	8.6	6.7	6.5	6.6	2.5	6.6	6.5	7.1	5.4	5.3	5.5	7.4	7.5	7.2	5.9	6.7	4.2	8.1	6.8	11.4
SCALE POINT 4	23.9	22.1	26.0	24.8	25.2	19.6	24.2	26.3	24.5	23.0	22.3	24.5	25.8	26.7	24.5	23.6	22.7	25.5	29.6	28.7	31.6
VERY IMPORTANT	66.3	68.6	63.6	66.6	65.6	77.2	67.7	64.5	64.7	68.5	70.4	65.1	64.4	64.0	65.0	68.5	68.4	68.5	59.2	62.1	52.4
Don't Know	0.1	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Refused	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not



# YIMENTAL -- IA IMP OF HAVING ME CHALLENGE (Variable 289)

Responses	National			Officer Markets (HSM + CM)									
	College			Total	Region I			Region II			Region III		
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
NOT AT ALL IMPOR	1.0	0.9	1.1	2.7	2.2	1.6	1.6	3.6	2.3	3.5	0.0	1.8	2.2
SCALE POINT 2	1.7	0.9	2.7	2.3	2.4	0.4	1.3	3.1	4.0	3.2	5.4	1.6	2.0
SCALE POINT 3	7.0	6.1	8.1	11.7	10.5	3.1	9.2	11.6	10.0	10.3	9.4	9.6	10.7
SCALE POINT 4	29.8	27.6	32.5	32.1	32.2	29.9	32.6	32.3	30.4	31.0	29.4	34.0	35.2
VERY IMPORTANT	60.4	64.5	55.5	51.2	52.6	60.7	55.3	51.5	52.7	53.1	52.0	53.0	49.9
Don't Know	0.1	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.6	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	493	341

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YTVWATCH -- MH1 DOES YOUTH REGULARLY WATCH TV (Variable 290)

Responses	National				Office Markets (HSM + CM)												Region IV				
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			+ +	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	61.2	62.1	60.1	69.8	66.5	68.2	65.4	67.5	65.0	58.8	71.6	37.6	69.5	70.1	68.5	73.3	71.3	77.6	65.0	65.1	64.7
NO	38.8	37.9	39.9	30.2	33.5	31.8	34.6	32.5	35.0	41.2	28.4	62.4	30.5	29.9	31.5	26.7	28.7	22.4	35.0	34.9	35.3
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	234	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DCP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YTVHRREG -- MH2 HRS PER WEEK WATCH NETWORK TV (Variable 291)

Responses	National				Officer Markets (HSM + CM)											
	College			Total Market	Region I			Region II			Region III			Region IV		
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
1-2	5.6	7.1	4.0	2.9	2.8	4.2	1.4	4.2	1.9	1.3	3.0	3.1	3.9	1.7	4.2	3.6
3-5	9.9	12.7	6.9	8.6	10.8	7.0	8.2	8.1	8.6	9.4	7.2	8.2	7.6	9.3	8.3	9.7
6-10	19.1	15.3	23.1	19.6	20.0	21.3	21.6	19.5	21.1	24.7	15.3	23.9	19.9	30.4	17.4	16.2
11-15	13.5	12.4	14.7	15.1	17.0	13.0	15.4	16.2	13.8	16.4	9.5	14.5	15.4	13.1	16.6	13.9
16-20	6.0	7.2	4.8	8.8	8.8	6.2	8.4	6.7	4.0	6.5	0.0	8.9	9.0	8.8	9.0	9.1
21+	6.5	6.7	6.3	14.0	11.3	8.9	12.8	11.2	10.2	7.8	11.6	1.5	9.5	12.1	5.3	17.2
NOT APPLICABLE (SKIPPED OUT)	38.8	37.9	39.9	30.2	33.5	31.8	34.6	32.5	35.0	41.2	28.4	62.4	30.5	29.9	31.5	26.7
Don't Know	0.5	0.6	0.4	1.2	0.9	0.0	1.0	1.2	0.0	1.5	1.7	1.1	0.9	1.5	0.0	0.5
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DFP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YTVHRCAB -- MH2 HRS PER WEEK WATCH CERTAIN CABLE TV (Variable 292)

Responses	National				Officer Markets (HSM + CM)											
	College		HSM		RTTC Course Propensity			Region I			Region II			Region III		
	Total	CI	CM	Total	++	+	-	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
0	17.2	15.4	19.1	20.1	19.7	10.1	19.8	18.0	23.3	14.2	19.7	5.0	22.6	21.4	24.6	20.7
1-2	8.7	9.8	7.5	7.2	7.3	6.0	7.2	8.7	4.6	6.6	6.8	6.3	7.6	4.0	13.3	8.5
3-5	16.4	17.8	14.9	14.6	14.7	3.2	12.2	15.3	17.5	12.2	14.8	7.9	19.4	16.4	24.4	14.4
6-10	10.0	11.1	8.8	15.1	12.9	24.0	13.9	11.9	12.9	16.3	20.1	10.0	9.7	14.4	2.2	13.7
11-15	3.3	2.6	4.1	4.0	4.1	7.0	3.5	3.9	3.9	4.1	4.7	3.2	3.9	4.4	3.1	5.3
16-20	2.2	1.1	3.3	3.5	3.4	8.0	4.1	4.0	0.5	3.6	3.2	4.3	2.7	3.8	0.9	4.1
21+	2.9	3.8	2.1	4.3	3.5	1.0	2.9	4.8	2.2	0.7	1.1	0.0	2.6	4.3	0.0	5.8
NOT APPLICABLE (SKIPPED OUT)	38.8	37.9	39.9	30.2	33.5	31.8	34.6	32.5	35.0	41.2	28.4	62.4	30.5	29.9	31.5	26.7
Don't Know	0.5	0.6	0.4	1.1	0.8	0.0	1.9	0.9	0.0	1.2	1.2	1.1	0.9	1.5	0.0	0.7
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix I) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++	Definitely
+	Probably
-	Definitely not
---	Definitely not

YTV CAB1 -- MH11 DOES YOUTH WATCH MTV (Variable 295)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	Region I			Region II			Region III			Region IV							
	Total	CI	CM		HSM	ROTC Course Propensity		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM					
						++	+										-	--			
YES	24.7	26.0	23.3	29.3	27.2	30.9	31.5	26.1	25.9	28.5	33.5	20.2	24.3	28.3	17.9	28.4	30.2	24.5	27.2	23.5	35.5
NO	18.8	20.1	17.3	19.3	18.6	18.2	12.2	22.5	15.7	14.9	17.1	11.3	21.7	18.9	26.1	23.4	26.3	17.1	13.9	12.9	16.1
NOT APPLICABLE (SKIPPED OUT)	56.5	53.8	59.4	51.3	54.1	50.9	56.3	51.4	58.3	56.6	49.4	68.5	54.0	52.8	56.1	48.2	43.5	58.4	58.9	63.6	48.5
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DFP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YTVAB2 -- MH11 DOES YOUTH WATCH NASHVILLE NETWORK (Variable 296)

Responses	National			Officer Markets (HSM + CM)																	
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	7.7	10.1	5.1	7.5	6.7	13.8	6.2	6.9	4.2	6.6	8.0	4.3	8.2	8.7	7.4	8.1	9.7	4.6	3.0	2.4	4.2
NO	35.8	36.1	35.5	41.2	39.2	35.4	37.5	41.8	37.5	36.8	42.6	27.2	37.8	38.5	36.6	43.7	46.8	37.0	38.1	34.0	47.3
NOT APPLICABLE (SKIPPED OUT)	56.5	53.8	59.4	51.3	54.1	50.9	56.3	51.4	58.3	56.6	49.4	68.5	54.0	52.8	56.1	48.2	43.5	58.4	58.9	63.6	48.5
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YTV CAB3 -- MH11 DOES YOUTH WATCH ESPN SPORTS (Variable 297)

Responses	National			Officer Markets (HSM + CM)											
	College			Total Market			Region I			Region II			Region III		
	Total	CI	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	30.0	30.4	29.7	34.1	36.5	32.8	32.8	38.5	23.2	31.8	34.3	27.7	39.4	44.1	29.1
NO	13.5	15.8	10.9	11.8	12.2	10.7	7.6	8.7	13.1	14.2	12.9	16.2	12.5	12.5	12.4
NOT APPLICABLE (SKIPPED OUT)	56.5	53.8	59.4	54.1	51.3	56.6	50.9	56.3	51.4	54.0	52.8	56.1	48.2	43.5	58.4
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	847	620	233	52	194	420	233	164	69	210	158	52

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or NRP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YTV CAB4 -- MH11 DOES YOUTH WATCH WTBS SYNDICATED (Variable 298)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	27.9	31.3	24.2	28.8	27.2	34.2	24.5	27.6	26.2	22.6	28.4	12.9	24.8	25.0	24.5	35.4	38.7	28.3	25.4	19.3	39.1
NO	15.6	14.9	16.4	19.9	18.7	15.0	19.2	21.1	15.4	20.9	22.2	18.6	21.1	22.2	19.4	16.4	17.8	13.3	15.6	17.1	12.4
NOT APPLICABLE (SKIPPED OUT)	56.5	53.8	59.4	51.3	54.1	50.9	56.3	51.4	58.3	56.6	49.4	68.5	54.0	52.8	56.1	48.2	43.5	58.4	58.9	63.6	48.5
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or IIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI	-- College Influencers: college juniors and seniors
CM	-- College Market: freshmen and sophomores in 4-year colleges
HSM	-- High School Market: college-oriented high school juniors and seniors

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	= Definitely
+	= Probably
--	= Definitely not



YTVAB5 -- MH11 DOES Y WATCH BLACK ENTERTAINMENT TV (Variable 299)

Responses	National						Officer Markets (HSM + CM)															
	College			HSM	Total Market	RDTG Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
YES	5.4	4.1	6.8	7.7	7.4	24.3	8.2	6.2	6.0	--	8.4	9.1	7.3	6.7	8.9	3.2	7.4	7.0	8.4	6.8	5.7	9.0
NO	38.1	42.0	33.8	40.8	38.4	24.9	35.5	42.5	35.7		34.7	41.1	24.3	39.2	38.3	40.7	44.4	49.5	33.2	34.3	30.6	42.5
NOT APPLICABLE (SKIPPED OUT)	56.5	53.8	59.4	51.3	54.1	50.9	56.3	51.4	58.3		56.6	49.4	68.5	54.0	52.8	56.1	48.2	43.5	58.4	58.9	63.6	48.5
Don't Know	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0		0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160		233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are MPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YTVSPORT -- MH12 DOES YOUTH VIEW SPORTS (Variable 300)

Responses	National			Officer Markets (HSM + CM)											
	College			Total			Region I			Region II			Region III		
	Total	CI	CM	Total	HSM	Market	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
	53.3	51.5	55.2	57.1	58.2	57.1	50.2	59.7	34.4	59.0	59.3	58.5	63.9	59.5	73.6
YES	7.9	10.6	4.9	9.3	11.7	9.3	8.6	11.8	3.2	10.5	10.9	10.0	9.3	11.8	4.0
NO	38.8	37.9	39.9	33.5	30.2	33.5	41.2	28.4	62.4	30.5	29.9	31.5	26.7	28.7	22.4
NOT APPLICABLE (SKIPPED OUT)	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total weighted percent	450	223	227	620	620	847	233	167	66	233	164	69	210	158	52
Total sample size															

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix (I)) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YTVMYS -- MH12 DOES YOUTH VIEW MYSTERIES (Variable 301)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	Region I			Region II			Region III			Region IV						
	Total	CI	CM			Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM				
YES	38.6	39.5	37.7	43.3	41.4	43.6	38.9	42.8	39.0	37.1	46.3	21.7	39.8	40.2	39.2	45.3	40.3	56.4	44.2	46.7	38.6
NO	22.5	22.6	22.4	26.5	25.1	24.6	26.5	24.8	26.0	21.7	25.2	15.9	29.8	30.0	29.4	27.9	31.0	21.2	20.7	18.4	26.1
NOT APPLICABLE (SKIPPED OUT)	38.8	37.9	39.9	30.2	33.5	31.8	34.6	32.5	35.0	41.2	28.4	62.4	30.5	29.9	31.5	26.7	28.7	22.4	35.0	34.9	35.3
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YTVDRAMA -- MH12 DOES YOUTH VIEW GENERAL DRAMA (Variable 302)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	27.9	28.0	27.7	28.5	23.7	20.1	31.9	28.0	28.9	35.1	18.5	28.6	31.2	24.4	29.3	25.4	38.0	25.2	20.7	55.3	
NO	33.3	31.1	32.4	41.2	44.5	45.4	35.6	36.9	29.6	35.9	19.1	40.9	38.9	44.2	43.9	45.9	39.6	39.8	44.4	29.4	
NOT APPLICABLE (SKIPPED OUT)	38.8	37.9	39.9	30.2	31.8	34.6	32.5	35.0	41.2	28.4	62.4	30.5	29.9	31.5	26.7	28.7	22.4	35.0	34.9	35.3	
Don't Know	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YTMUSIC -- MH12 DOES YOUTH VIEW MUSIC/MUSIC VIDEOS (Variable 303)

Responses	National			Officer Markets (HSM + CM)											
	College		HSM	Propensity			Region I			Region II			Region III		
	Total	CI		+	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	38.1	37.8	38.5	51.7	47.1	55.2	47.2	45.7	47.9	40.9	50.8	24.6	47.0	53.8	35.9
NO	23.0	24.3	21.6	17.9	19.2	13.0	17.5	21.8	17.1	17.9	20.8	13.0	22.6	16.3	32.6
NOT APPLICABLE (SKIPPED OUT)	38.8	37.9	39.9	30.2	33.5	31.8	34.6	32.5	35.0	41.2	28.4	62.4	30.5	29.9	31.5
Don't Know	0.0	0.0	0.0	0.2	0.1	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are HPS, not in service or DTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC.	
++	Definitely
+	Probably
--	Definitely not

**(Variable 304)**

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	55.2	57.8	52.4	63.8	59.8	53.0	57.4	62.1	59.1	52.2	67.3	27.1	61.7	62.5	60.3	65.4	63.9	68.7	61.5	60.1	64.7
NO	6.0	4.3	7.7	6.1	6.6	15.2	8.0	5.4	5.9	6.6	4.3	10.5	7.9	7.6	8.3	7.9	7.4	9.0	3.5	5.0	0.0
NOT APPLICABLE (SKIPPED OUT)	38.8	37.9	39.9	30.2	33.5	31.8	34.6	32.5	35.0	41.2	28.4	62.4	30.5	29.9	31.5	26.7	28.7	22.4	35.0	34.9	35.3
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

**NATIONAL SAMPLES**

16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

CI -- College Influencers: college juniors and seniors  
CM -- College Market: freshmen and sophomores in 4-year colleges  
IISM -- High School Males: college-oriented high school juniors and seniors

**OFFICER MARKETS (HSM + CM)**

Officer Markets are reported by Army ROTC Administrative Regions (see map in Appendix D) and by ROTC Course Propriety --- reported intention to enroll in at least one college course offered by Army ROTC:

++ = Definitely	= Probably not
++ = Probably	-- = Definitely not

YTM MOVIE -- MH12 DOES YOUTH VIEW TV MOVIES (Variable 305)

Responses	National						Officer Markets (HSM + CM)														
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	48.2	48.5	47.8	58.4	54.7	60.4	60.5	53.2	52.4	47.9	58.4	30.5	55.3	58.4	50.3	60.4	59.5	62.4	56.4	56.7	55.7
NO	13.0	13.6	12.3	11.5	11.8	7.8	5.0	14.3	12.6	10.9	13.1	7.1	14.3	11.8	18.3	12.9	11.8	15.2	8.6	8.4	9.0
NOT APPLICABLE (SKIPPED OUT)	38.8	37.9	39.9	30.2	33.5	31.8	34.6	32.5	35.0	41.2	28.4	62.4	30.5	29.9	31.5	26.7	28.7	22.4	35.0	34.9	35.3
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are MPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

## YTVTALK -- MH12 DOES YOUTH VIEW TV TALK SHOWS (Variable 306)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	31.7	31.9	31.5	27.7	29.0	34.4	29.9	27.8	29.6	24.6	26.9	20.9	26.8	24.4	30.7	35.3	31.8	42.9	29.6	26.6	36.3
NO	29.4	30.2	28.6	42.1	37.4	33.8	35.5	39.7	35.4	34.2	44.7	16.7	42.7	45.8	37.8	38.0	39.5	34.7	35.4	38.5	28.4
NOT APPLICABLE (SKIPPED OUT)	38.8	37.9	39.9	30.2	33.5	31.8	34.6	32.5	35.0	41.2	28.4	62.4	30.5	29.9	31.5	26.7	28.7	22.4	35.0	34.9	35.3
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

**NATIONAL SAMPLES**

16- to 24-year-old males living in continental US, who are NPS, not in service or DTP, non-institutionalized, and not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

CI --- College Influencers: college juniors and seniors  
CM --- College Market: freshmen and sophomores in 4-year colleges  
HSM --- High School Market: college-oriented high school juniors and seniors

**OFFICER MARKETS (USM + CM)**

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:

++ =	Definitely	-- =	Probably not
++ =	Probably	-- =	Definitely not



YTVSH1 -- MH13 DOES YOUTH WATCH DAVID LETTERMAN (Variable 307)

Responses	National			Officer Markets (HSM + CM)																	
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	33.6	35.8	31.1	20.4	24.1	8.5	21.1	23.7	30.8	23.8	22.2	26.6	24.3	22.5	27.1	27.7	20.7	43.1	19.3	15.3	28.3
NO	27.6	26.3	29.0	49.4	42.3	59.7	44.3	43.8	34.2	35.0	49.4	11.0	45.2	47.6	41.5	45.6	50.6	34.5	45.6	49.8	36.4
NOT APPLICABLE (SKIPPED OUT)	38.8	37.9	39.9	30.2	33.5	31.8	34.6	32.5	35.0	41.2	28.4	62.4	30.5	29.9	31.5	26.7	28.7	22.4	35.0	34.9	35.3
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or OIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Region: (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YTVSH2 -- MH13 DOES Y WATCH FRIDAY NIGHT VIDEOS (Variable 308)

Responses	National			Officer Markets (HSM + CM)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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YES	11.8	11.0	12.7	23.6	19.8	28.0	25.9	17.7	18.0	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

MISSING DATA SUMMARY (Unweighted count)		
Randomization/rotation	1082	
Instrument change	0	
Other	0	
Total missing	1082	

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	--- = Definitely not

YTVSH3 -- MH13 DOES Y WATCH MONDAY NIGHT FOOTBALL (Variable 309)

Responses	National			Officer Markets (HSM + CM)											
	College			Total Market			Region I			Region II			Region III		
	Total	CI	CM	HSM	Total	Market	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	44.6	41.6	47.8	51.4	50.1	57.9	47.8	50.3	49.2	44.8	52.8	31.6	49.8	50.1	49.5
NO	16.6	20.5	12.4	18.4	16.3	10.3	17.7	17.2	15.8	13.9	18.7	6.0	19.7	20.1	19.1
NOT APPLICABLE (SKIPPED OUT)	38.8	37.9	39.9	30.2	33.5	31.8	34.6	32.5	35.0	41.2	28.4	62.4	30.5	29.9	31.5
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YTVSH4 -- MH13 DOES Y WATCH COLLEGE FOOTBALL (Variable 310)

Responses	National					Officer Markets (HSM + CM)															
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	42.8	41.3	44.4	42.1	42.9	42.9	46.5	34.3	39.6	25.5	48.2	45.6	52.3	51.1	48.5	56.8	38.0	32.6	50.0		
NO	18.4	20.8	15.8	27.8	23.6	21.3	27.5	24.6	18.4	24.5	32.0	12.1	21.3	24.5	16.2	22.1	22.7	20.8	27.0	32.5	14.7
NOT APPLICABLE (SKIPPED OUT)	38.8	37.9	39.9	30.2	33.5	31.8	34.6	32.5	35.0	41.2	28.4	62.4	30.5	29.9	31.5	26.7	28.7	22.4	35.0	34.9	35.3
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not



# YVCRHAVE -- MH14 DOES HOUSEHOLD HAVE A VCR (Variable 312)

Responses	National										Officer Markets (HSM + CM)												
	College					HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM	HSM	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	61.7	57.6	66.1	73.4	70.9	66.6	68.3	72.2	69.9	72.2	72.2	72.2	72.2	70.9	75.1	64.2	66.4	70.1	58.3	75.2	78.0	68.9	
NO	38.0	41.9	33.9	26.6	29.1	33.4	31.7	27.8	30.1	27.8	27.8	27.8	27.8	29.1	24.9	35.8	33.6	29.9	41.7	24.8	22.0	31.1	
Refused	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40		

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or ODP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following group:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YVCRHOUR -- MH15 HOURS PER WEEK SPENT WATCHING VCR (Variable 313)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	RTDC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
0	7.3	6.3	8.3	3.7	5.3	6.2	4.7	5.0	6.4	6.2	3.5	10.7	4.2	3.6	5.1	4.2	3.6	5.7	6.6	4.2	12.1
1-2	24.6	24.0	25.3	25.7	25.6	11.5	23.3	27.3	27.2	27.4	25.7	30.2	25.5	26.0	24.7	21.0	21.7	19.3	29.4	31.1	25.4
3-5	17.0	15.1	19.0	24.2	22.4	20.5	20.9	22.6	21.3	19.0	23.6	11.5	22.3	24.6	18.6	24.5	24.3	24.9	24.6	24.3	25.3
6-10	11.1	11.1	11.1	13.7	12.8	17.9	13.1	13.1	11.1	15.7	15.7	15.6	13.0	13.2	12.8	11.4	12.7	8.4	10.2	12.9	4.3
11-15	0.4	0.2	0.6	2.4	1.8	1.9	2.2	1.2	2.9	0.5	0.8	0.0	1.6	1.9	1.1	2.0	2.8	0.0	3.7	4.5	1.8
16-20	0.2	0.0	0.5	1.2	1.0	3.7	0.4	1.4	0.0	1.4	2.3	0.0	1.2	0.8	2.0	0.9	1.2	0.0	0.2	0.2	0.0
21+	0.4	0.8	0.0	1.7	1.1	2.2	1.0	1.2	0.9	0.0	0.0	0.0	2.3	3.7	0.0	2.2	3.2	0.0	0.0	0.0	0.0
NOT APPLICABLE (SKIPPED OUT)	38.3	42.4	33.9	26.6	29.1	33.4	31.7	27.8	30.1	27.8	27.8	27.8	29.1	24.9	35.8	33.6	29.9	41.7	24.8	22.0	31.1
Don't Know	0.6	0.0	1.3	0.8	1.0	2.7	2.7	0.4	0.0	2.0	0.7	4.1	0.9	1.4	0.0	0.3	0.4	0.0	0.4	0.6	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-yr colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YRADLIS -- MH16 DOES YOUTH LISTEN TO THE RADIO (Variable 314)

Responses	Officer Markets (HSM + CM)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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	College			Total Market	Propensity			ROTC Course			Region I			Region II			Region III			Region IV																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
	Total	CI	CM		HSM	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are MPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not



# YRADHRAM -- MH17 HOW MANY HOURS PER WEEK AM RADIO (Variable 315)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	RTTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
0	61.5	62.1	61.0	68.5	65.9	53.9	72.9	66.2	62.9	66.8	68.6	63.8	63.3	68.7	54.6	72.2	72.7	71.1	58.9	62.6	50.6
1-2	10.1	8.6	11.6	9.2	10.1	9.9	8.1	10.9	10.3	11.3	8.7	15.7	10.0	8.6	12.3	8.1	9.1	5.9	10.9	10.9	10.9
3-5	5.5	5.1	6.0	5.5	5.7	16.2	6.8	4.3	5.3	5.7	7.4	2.7	6.7	6.3	7.2	3.6	4.4	1.8	7.4	3.3	16.7
6-10	2.7	2.5	2.8	2.8	2.8	6.1	2.1	2.9	2.4	1.5	0.9	2.4	3.7	3.1	4.6	3.3	3.2	3.5	3.2	4.6	0.0
11-15	1.0	1.3	0.7	0.1	0.3	0.0	0.3	0.2	0.8	0.0	0.0	0.0	1.1	0.0	2.9	0.0	0.0	0.0	0.4	0.5	0.0
16-20	1.3	1.4	1.3	0.4	0.7	2.4	0.4	0.9	0.3	0.5	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	1.0	7.2
21+	1.2	1.5	0.8	1.1	1.0	2.1	1.6	0.6	1.1	0.8	1.2	0.0	0.7	1.2	0.0	1.1	0.2	3.1	1.6	2.3	0.0
NOT APPLICABLE (SKIPPED OUT)	16.7	17.4	15.8	12.1	13.4	9.3	7.8	13.8	16.9	13.2	11.8	15.4	14.6	12.2	18.4	11.7	10.4	14.6	14.7	14.8	14.5
Don't Know	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.2	0.0	0.4	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YRADHRFM -- MH17 HOW MANY HOURS PER WEEK FM RADIO (Variable 316)

Responses	National					Officer Markets (HSM + CM)																	
	College			HSM	Total Market	RTTC Course Propensity				Region I			Region II			Region III			Region IV				
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM		
0	0.3	0.6	0.0	0.6	0.4	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.1	0.0	0.9	1.3	0.0
1-2	0.7	0.5	0.8	3.3	2.4	0.0	2.7	1.8	4.0	3.4	5.2	0.5	2.4	3.3	0.9	0.5	0.0	1.6	3.7	5.3	0.0		
3-5	10.0	9.9	10.0	11.1	10.7	11.1	11.2	9.8	12.9	9.7	12.1	5.8	8.4	9.1	7.4	14.4	12.4	18.8	9.7	10.1	8.8		
6-10	20.8	22.5	18.8	21.9	20.8	28.2	23.4	21.6	13.2	23.6	26.9	18.1	16.9	17.7	15.7	17.5	19.0	14.3	25.9	23.5	31.3		
11-15	12.4	11.8	13.1	11.7	12.2	9.8	12.0	11.8	14.5	12.1	11.2	13.6	17.3	17.8	16.5	8.9	9.2	8.2	10.9	9.4	14.3		
16-20	10.0	8.3	11.8	11.5	11.6	11.0	9.5	13.6	10.4	10.5	8.8	13.2	13.1	12.2	14.5	12.4	13.2	10.7	10.6	12.3	6.7		
21-40	19.6	22.7	16.2	18.3	17.6	20.4	23.5	15.8	16.2	13.2	13.6	12.6	16.4	19.5	11.3	22.0	22.0	21.8	19.4	18.1	22.4		
41+	8.9	5.1	13.1	9.0	10.4	7.7	8.3	11.2	11.8	13.5	9.7	19.8	10.4	7.4	15.2	11.8	12.7	9.9	3.7	4.4	2.0		
NOT APPLICABLE (SKIPPED OUT)	16.7	17.4	15.8	12.1	13.4	9.3	7.8	13.8	16.9	13.2	11.8	15.4	14.6	12.2	18.4	11.7	10.4	14.6	14.7	14.8	14.5		
Don't know	0.5	0.6	0.3	0.6	0.5	2.5	1.6	0.0	0.0	0.8	0.8	1.0	0.6	0.9	0.0	0.0	0.0	0.0	0.5	0.7	0.0		
Refused	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40		

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16-	to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized
not 4-year	college graduates, have never taken a college ROTC course, are qualified for enlistment -- a high school diploma graduate (Tier I), and who are in one of the following groups:
CI	-- College Influencers: college juniors and seniors
CM	-- College Market: freshmen and sophomores in 4-year colleges
HSM	-- High School Market: college-oriented high school juniors and seniors

OFFICER MARKETS (HSM + CM)	
Officer Markets	are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:
++	= Definitely
+	= Probably
--	= Definitely not

# YRADNEWS -- MH26 DOES YOUTH LISTEN TO NEWS (Variable 319)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	49.4	53.3	45.1	39.0	41.1	51.5	47.8	40.6	34.5	44.5	44.1	45.1	37.1	36.2	38.7	38.0	34.6	45.6	45.2	41.4	53.7
NO	34.0	29.2	39.1	48.9	45.5	39.1	44.4	45.6	48.5	42.3	44.1	39.5	48.3	51.7	42.9	50.2	55.0	39.8	40.1	43.8	31.8
NOT APPLICABLE (SKIPPED OUT)	16.7	17.4	15.8	12.1	13.4	9.3	7.8	13.8	16.9	13.2	11.8	15.4	14.6	12.2	18.4	11.7	10.4	14.6	14.7	14.8	14.5
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DCP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	= Probably not
+ = Probably	-- = Definitely not

# YRADCLAS -- MH26 DOES YOUTH LISTEN CLASSICAL MUSIC (Variable 320)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
YES	18.1	17.7	18.6	9.6	12.8	22.6	12.9	9.7	17.4	12.3	7.2	20.7	13.2	11.4	16.1	11.9	7.1	22.7	14.2	14.8	12.7
NO	65.2	64.9	65.5	78.0	73.7	68.0	78.6	76.5	65.7	74.5	81.0	63.9	72.3	76.5	65.5	76.3	82.5	62.8	70.3	69.3	72.8
NOT APPLICABLE (SKIPPED OUT)	16.7	17.4	15.8	12.1	13.4	9.3	7.8	13.8	16.9	13.2	11.8	15.4	14.6	12.2	18.4	11.7	10.4	14.6	14.7	14.8	14.5
Don't Know	0.0	0.0	0.0	0.2	0.1	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.1	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YRADPOP -- MH26 DOES YOUTH LISTEN TO POP MUSIC (Variable 321)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	RUTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	55.9	60.0	51.5	58.2	55.9	51.4	63.3	50.8	61.2	52.1	53.5	49.7	58.0	57.5	58.7	63.1	68.3	51.7	49.0	51.3	43.8
NO	27.2	22.5	32.2	29.4	30.4	39.2	28.9	34.8	21.9	34.1	34.7	33.2	27.4	30.3	22.8	24.7	20.5	33.8	36.3	33.9	41.7
NOT APPLICABLE (SKIPPED OUT)	16.7	17.4	15.8	12.1	13.4	9.3	7.8	13.8	16.9	13.2	11.8	15.4	14.6	12.2	18.4	11.7	10.4	14.6	14.7	14.8	14.5
Don't Know	0.3	0.0	0.5	0.2	0.3	0.0	0.0	0.7	0.0	0.6	0.0	1.7	0.0	0.0	0.0	0.5	0.8	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
ISM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (ISM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YRADCW -- MH26 DOES YOUTH LISTEN COUNTRY MUSIC (Variable 322)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	15.2	16.6	13.8	17.9	16.5	14.7	20.7	17.8	9.7	7.6	9.8	3.9	13.3	14.9	10.7	27.2	24.3	33.7	18.8	23.5	8.1
NO	68.1	66.0	70.4	70.0	70.1	76.0	71.5	68.4	73.3	79.3	78.4	80.7	72.1	72.9	70.8	61.1	65.3	51.7	66.5	61.7	77.4
NOT APPLICABLE (SKIPPED OUT)	16.7	17.4	15.8	12.1	13.4	9.3	7.8	13.8	16.9	13.2	11.8	15.4	14.6	12.2	18.4	11.7	10.4	14.6	14.7	14.8	14.5
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
(Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YRADSPOR -- MH26 DOES YOUTH LISTEN TO SPORTS (Variable 323)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	43.8	41.8	46.0	48.3	47.5	58.4	52.8	47.8	39.0	51.2	53.8	46.8	43.2	48.6	34.3	48.8	46.6	53.4	45.2	42.7	50.7
NO	39.5	40.7	38.2	39.5	39.0	32.2	39.3	38.4	44.1	35.6	34.4	37.8	42.3	39.2	47.3	39.2	42.4	32.0	40.1	42.5	34.8
NOT APPLICABLE (SKIPPED OUT)	16.7	17.4	15.8	12.1	13.4	9.3	7.8	13.8	16.9	13.2	11.8	15.4	14.6	12.2	18.4	11.7	10.4	14.6	14.7	14.8	14.5
Don't Know	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.5	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized and 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
(Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	= Probably
-	= Definitely not

# YRADTALK -- MH26 DOES YOUTH LISTEN TO TALK SHOWS (Variable 324)

Responses	National			Officer Markets (HSM + CM)																	
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	18.2	18.7	17.6	13.1	14.7	28.4	19.5	12.0	13.3	15.7	15.6	15.9	16.6	15.9	17.9	12.2	12.6	11.5	14.2	7.4	29.4
NO	65.2	63.9	66.5	74.8	71.9	61.7	72.6	74.3	69.8	71.1	72.6	68.7	68.8	72.0	63.7	76.0	77.0	74.0	71.1	77.8	56.1
NOT APPLICABLE (SKIPPED OUT)	16.7	17.4	15.8	12.1	13.4	9.3	7.8	13.8	16.9	13.2	11.8	15.4	14.6	12.2	18.4	11.7	10.4	14.6	14.7	14.8	14.5
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not



# YRADROCK -- MH26 DOES YOUTH LISTEN TO ROCK MUSIC (Variable 325)

Responses	National			Officer Markets (HSM + CM)																	
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	73.6	72.1	75.2	74.8	74.9	60.3	78.1	76.6	72.6	73.4	73.9	72.7	75.1	75.5	74.5	76.5	75.7	78.1	74.9	74.0	76.8
NO	9.7	10.4	9.0	13.1	11.7	30.3	14.1	9.6	10.5	13.4	14.3	11.9	10.3	12.3	7.1	11.8	13.9	7.4	10.4	11.2	8.6
NOT APPLICABLE (SKIPPED OUT)	16.7	17.4	15.8	12.1	13.4	9.3	7.8	13.8	16.9	13.2	11.8	15.4	14.6	12.2	18.4	11.7	10.4	14.6	14.7	14.8	14.5
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DFP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	= Probably not
+ = Probably	-- = Definitely not

# YRADEASY -- MH26 DOES YOUTH LISTEN TO EASY MUSIC (Variable 326)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	38.3	41.8	34.5	30.0	31.6	42.8	34.7	27.5	33.3	23.5	26.0	19.2	34.6	33.8	35.8	36.7	31.2	48.5	33.2	29.9	40.7
NO	45.1	40.8	49.7	57.9	55.0	47.8	57.4	58.7	49.7	63.3	62.1	65.3	50.9	54.0	45.7	51.6	58.3	36.9	52.1	55.3	44.8
NOT APPLICABLE (SKIPPED OUT)	16.7	17.4	15.8	12.1	13.4	9.3	7.8	13.8	16.9	13.2	11.8	15.4	14.6	12.2	18.4	11.7	10.4	14.6	14.7	14.8	14.5
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or IHP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YRADSH1 -- MH27 DOES Y LISTEN TO AMERICAN TOP 40 (Variable 327)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	RTTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		H	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM		
YES	30.6	33.1	28.0	51.8	43.5	50.8	56.2	43.0	30.8	41.6	54.3	20.7	43.1	50.3	31.3	48.8	55.9	33.3	39.5	44.2	29.0
NO	52.7	49.5	56.2	36.0	43.0	39.9	36.0	43.0	52.3	45.2	33.9	63.9	42.4	37.5	50.2	39.2	33.3	52.1	45.8	41.0	56.4
NOT APPLICABLE (SKIPPED OUT)	16.7	17.4	15.8	12.1	13.4	9.3	7.8	13.8	16.9	13.2	11.8	15.4	14.6	12.2	18.4	11.7	10.4	14.6	14.7	14.8	14.5
Don't Know	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
(Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	++ = Definitely
+ = Probably	+ = Probably
-- = Definitely not	-- = Definitely not

YRADSH2 -- MH27 DOES Y LISTEN TO KING BISCUIT HOUR (Variable 328)

Responses	National			Officer Markets (HSM + CM)																		
	College			HSM	Total Market	RUTC Course Propensity				Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
YES	17.2	12.7	22.0	9.7	14.0	3.9	9.8	14.4	18.7	--	22.0	16.8	30.7	11.2	7.8	16.5	12.3	7.4	23.1	7.5	5.4	12.3
NO	66.2	69.9	62.2	77.8	72.4	83.5	82.4	71.7	64.4		64.2	70.4	53.9	74.3	80.0	65.1	75.7	81.9	62.3	77.8	79.9	73.2
NOT APPLICABLE (SKIPPED OUT)	16.7	17.4	15.8	12.1	13.4	9.3	7.8	13.8	16.9		13.2	11.8	15.4	14.6	12.2	18.4	11.7	10.4	14.6	14.7	14.8	14.5
Don't Know	0.0	0.0	0.0	0.4	0.2	3.2	0.0	0.1	0.0		0.6	1.0	0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160		233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

**NATIONAL SAMPLES**

16- to 24-year-old males living in continental US, who are NPS, not in service or DTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

- CI -- College Influencers: college Juniors and Seniors
- CM -- College Market: freshmen and sophomores in 4-year colleges
- CS -- Study School Market: college-oriented high school juniors and seniors

**OFFICER MARKETS (HSM + CM)**

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:

++ = Definitely	-- = Probably not
+ = Probably	- = Definitely not

## YRADSH3 -- MH27 DOES Y LISTEN TO RICK DEES' TOP 40 (Variable 329)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	22.1	25.2	18.8	39.2	32.1	33.5	46.4	31.6	20.4	27.6	35.8	14.0	28.2	34.1	18.7	44.8	52.6	27.6	25.7	30.4	15.3
NO	61.2	57.4	65.4	48.5	54.4	57.1	45.1	54.6	62.7	59.3	52.4	70.6	57.2	53.7	62.9	43.5	37.0	57.8	58.8	53.7	70.2
NOT APPLICABLE (SKIPPED OUT)	16.7	17.4	15.8	12.1	13.4	9.3	7.8	13.8	16.9	13.2	11.8	15.4	14.6	12.2	18.4	11.7	10.4	14.6	14.7	14.8	14.5
Don't Know	0.0	0.0	0.0	0.2	0.1	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.1	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

## NATIONAL SAMPLES

16- to 24-year-old males living in continental US, who are NPS, not in service or DCP, non-institutionalized, and not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:

CI --- College Influencers: college juniors and seniors  
CM --- College Market: freshmen and sophomores in 4-year colleges  
IISM --- High School Market: college-oriented high school juniors and seniors

## OFFICER MARKETS (HSM + CM)

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix I) and by ROTC Course Propriety -- reported intention to enroll in at least one college course offered by Army ROTC:

++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not



YRADSH5 -- MH27 DOES Y LISTEN TO ROCKLINE (Variable 331)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	18.7	14.6	23.2	20.6	21.5	16.1	27.8	21.8	16.9	23.5	25.3	20.7	24.3	23.4	25.9	22.4	21.5	24.5	13.7	9.9	22.0
NO	64.6	68.0	61.0	67.3	65.1	74.6	64.4	64.4	66.1	63.3	62.9	63.9	61.1	64.5	55.7	65.8	68.1	61.0	71.6	75.3	63.5
NOT APPLICABLE (SKIPPED OUT)	16.7	17.4	15.8	12.1	13.4	9.3	7.8	13.8	16.9	13.2	11.8	15.4	14.6	12.2	18.4	11.7	10.4	14.6	14.7	14.8	14.5
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	++ = Definitely
+ = Probably	+ = Probably
- = Definitely not	- = Definitely not

YPAPREAD -- MH28 HOW OFTEN DOES Y READ NEWSPAPER (Variable 332)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	RTTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
NEVER	0.5	0.7	0.3	5.0	3.4	4.5	4.0	2.2	5.6	2.4	3.8	0.0	2.2	3.5	0.0	5.3	7.3	1.0	3.5	5.0	0.0
< TWICE A WEEK	15.3	13.4	17.3	16.0	16.5	10.0	17.5	14.7	19.1	13.2	16.4	7.9	18.8	16.2	22.9	19.9	17.4	25.4	13.8	13.4	14.9
2-3 TIMES A WEEK	24.1	26.0	22.0	26.8	25.1	23.5	27.7	25.7	22.3	21.5	22.5	19.7	21.4	24.3	16.9	31.9	31.7	32.4	25.3	28.3	18.6
4-5 TIMES A WEEK	16.6	15.5	17.7	17.8	17.7	15.3	15.1	19.4	17.3	18.0	14.8	23.4	14.7	16.3	12.2	19.4	20.3	17.6	18.4	19.9	15.2
DAILY	43.6	44.4	42.8	34.2	37.2	46.6	35.1	38.1	35.7	44.9	42.4	49.0	42.9	39.7	48.0	23.4	23.3	23.6	38.2	32.3	51.3
Don't Know	0.0	0.0	0.0	0.2	0.1	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.1	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or NRP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC.	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not



YPAPHOUR -- MH29 HOURS PER WEEK READING NEWSPAPER (Variable 333)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
0	0.6	0.6	0.5	0.4	0.0	0.0	0.2	1.5	1.0	0.8	1.5	0.5	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
1-2	35.6	34.2	37.1	39.7	41.0	34.9	38.2	43.4	34.3	35.3	32.6	41.7	46.3	34.4	42.4	39.7	48.5	36.9	38.6	33.2	
3-5	33.7	31.5	36.2	30.8	38.6	37.6	31.1	28.9	35.7	34.5	37.7	29.4	25.6	35.5	30.5	29.3	33.3	34.8	33.3	38.3	
6-10	25.1	27.7	22.3	19.0	12.5	17.7	23.4	18.9	23.0	21.9	24.8	19.9	15.6	26.9	18.2	19.6	15.0	18.9	17.9	21.2	
11-15	3.3	3.7	2.9	2.4	2.6	2.4	2.3	3.6	0.9	2.2	2.0	2.4	2.5	2.7	2.3	1.7	2.0	1.0	4.6	3.4	7.2
16-20	0.1	0.0	0.3	0.6	0.5	1.0	1.1	0.2	0.0	0.0	0.0	0.0	1.3	1.5	1.0	0.6	0.8	0.0	0.0	0.0	0.0
21+	0.5	0.7	0.3	0.3	0.3	0.0	0.0	0.4	0.0	0.3	0.5	0.0	0.3	0.5	0.0	0.4	0.0	1.1	0.0	0.0	0.0
NOT APPLICABLE (SKIPPED OUT)	0.5	0.7	0.3	5.2	3.5	4.5	4.7	2.2	5.6	2.4	3.8	0.0	2.2	3.5	0.0	5.3	7.3	1.0	4.2	6.1	0.0
Don't Know	0.6	0.9	0.3	1.6	1.2	0.0	1.8	0.9	0.8	1.1	1.1	1.0	2.1	3.5	0.0	0.9	1.3	0.0	0.5	0.8	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES
16- to 24-year-olds living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:
CI -- College Influencers: college juniors and seniors
CM -- College Market: freshmen and sophomores in 4-year colleges
HSM -- High School Market: college-oriented high school juniors and seniors

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

## (Variable 335)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	RQTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	73.4	64.4	83.0	78.7	80.2	88.4	80.0	82.0	72.6	80.8	77.3	86.7	78.7	79.4	77.7	82.5	81.3	85.3	77.5	76.2	80.6
NO	25.6	34.3	16.3	15.7	15.9	7.1	15.3	15.5	20.3	15.7	18.1	11.8	18.6	16.3	22.3	12.1	11.4	13.7	18.2	17.7	19.4
NOT APPLICABLE (SKIPPED OUT)	1.0	1.3	0.7	5.6	3.9	4.5	4.7	2.5	7.0	3.4	4.6	1.5	2.7	4.3	0.0	5.3	7.3	1.0	4.2	6.1	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES

16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

CI --- College Influencers: college juniors and seniors  
CM --- College Market: freshmen and sophomores in 4-year colleges  
HSM --- High School Market: college-oriented high school juniors and seniors

**OFFICER MARKETS (HSM + CMO)**

Officer Markets are reported by Army ROTC Administrative Regions (see map in Appendix II) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:

++ = Definitely      = = Probably not  
+ = Definitely      -- = Definitely not

YPAPCOM -- MH30 DOES YOUTH READ COMICS (Variable 336)

Responses	National			Officer Markets (HSM + CM)																	
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	64.9	63.2	66.8	64.6	65.4	62.8	71.2	64.3	63.9	74.3	74.1	74.5	67.0	62.1	74.9	59.9	62.0	55.3	57.6	57.8	57.3
NO	34.0	35.5	32.4	29.7	30.7	32.7	24.1	33.2	29.1	22.3	21.3	24.1	30.4	33.6	25.1	34.7	30.7	43.7	38.1	36.1	42.7
NOT APPLICABLE (SKIPPED OUT)	1.0	1.3	0.7	5.6	3.9	4.5	4.7	2.5	7.0	3.4	4.6	1.5	2.7	4.3	0.0	5.3	7.3	1.0	4.2	6.1	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	++ = Probably
+	+
-	-
---	---
Definitely not	

YPAPNEWS -- MH30 DOES YOUTH READ NEWS SECTION (Variable 337)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
YES	92.0	94.9	88.3	77.5	81.4	88.3	78.0	82.3	80.6	85.3	81.1	92.3	77.7	68.4	92.7	76.4	76.6	75.9	87.0	83.4	95.2
NO	7.0	3.8	10.4	16.9	14.6	7.2	17.3	15.2	12.4	11.2	14.3	6.2	19.6	27.3	7.3	18.3	16.1	23.0	8.7	10.5	4.8
NOT APPLICABLE (SKIPPED OUT)	1.0	1.3	0.7	5.6	3.9	4.5	4.7	2.5	7.0	3.4	4.6	1.5	2.7	4.3	0.0	5.3	7.3	1.0	4.2	6.1	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	Definitely
+	Probably
--	Definitely not

YPAPLOC -- MH30 DOES YOUTH READ LOCAL SECTION (Variable 338)

Responses	National				Officer Markets (HSM + CM)																	
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
YES	70.1	73.0	67.0	70.3	69.2	76.0	72.0	68.4	66.7	--	68.1	73.4	59.2	69.4	71.3	66.5	67.5	67.5	67.6	72.9	69.2	81.3
NO	28.9	25.7	32.3	24.0	26.9	19.4	23.3	29.1	26.3		28.5	22.0	39.3	27.9	24.4	33.5	27.2	25.2	31.4	22.8	24.7	18.7
NOT APPLICABLE (SKIPPED OUT)	1.0	1.3	0.7	5.6	3.9	4.5	4.7	2.5	7.0		3.4	4.6	1.5	2.7	4.3	0.0	5.3	7.3	1.0	4.2	6.1	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160		233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

**NATIONAL SAMPLES**

16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, and not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

- CI -- College Influencers: college juniors and seniors
- CM -- College Market: freshmen and sophomores in 4-year colleges
- HSM -- High School Market: college-oriented high school juniors and seniors

**OFFICER MARKETS (HSM + CM)**

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:

++ = Definitely	-- = Probably not
+ = Probably	- = Definitely not

YPAFOOD -- MH30 DOES YOUTH READ FOOD SECTION (Variable 339)

Responses	National			Officer Markets (HSM + CM)											
	College			Region I			Region II			Region III			Region IV		
	Total	CI	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	11.2	12.2	10.2	7.2	7.2	7.2	6.6	6.1	7.4	9.6	10.6	7.9	9.0	6.0	15.7
NO	87.7	86.5	89.1	87.2	87.2	87.2	90.0	89.3	91.1	87.8	85.1	92.1	85.6	86.7	83.3
NOT APPLICABLE (SKIPPED OUT)	1.0	1.3	0.7	5.6	3.9	3.9	4.5	4.7	2.5	7.0	3.4	4.6	1.5	2.7	4.3
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YPAPSTYL -- MH30 DOES YOUTH READ LIFESTYLE SECTION (Variable 340)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	Region I			Region II			Region III			Region IV						
	Total	CI	CM			Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM				
YES	37.6	39.5	35.6	28.3	31.2	43.3	36.5	26.5	34.1	30.0	29.4	31.0	36.4	29.2	48.0	31.1	32.2	28.8	27.1	23.1	35.9
NO	61.3	59.2	63.6	65.5	64.9	52.2	58.9	71.1	58.9	66.6	66.0	67.6	60.9	66.5	52.0	63.6	60.5	70.2	68.7	70.8	64.1
NOT APPLICABLE (SKIPPED OUT)	1.0	1.3	0.7	5.6	3.9	4.5	4.7	2.5	7.0	3.4	4.6	1.5	2.7	4.3	0.0	5.3	7.3	1.0	4.2	6.1	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or RFP, non institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YPAPCLAS -- MH30 DOES YOUTH READ CLASSIFIED (Variable 341)

Responses	National		Officer Markets (HSM + CM)									
	College		Total Market		Propensity		Region I		Region II		Region III	
	Total	CI	CM	HSM	++	+	Total	HSM	CM	Total	HSM	CM
YES	45.3	45.3	45.2	48.3	57.5	49.2	44.6	51.8	45.4	51.3	35.8	53.0
NO	53.7	53.4	54.0	46.0	38.0	46.2	52.9	41.2	51.1	44.1	62.8	44.4
NOT APPLICABLE (SKIPPED OUT)	1.0	1.3	0.7	5.6	4.5	4.7	2.5	7.0	3.4	4.6	1.5	2.7
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	52	194	420	160	233	164	69	210

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not



# YMAGREAD -- MH31 DOES YOUTH READ MAGAZINES (Variable 342)

Responses	National		Officer Markets (HSM + CM)																		
	College			HSM	Total Market	ROTC Course Propensity				Region I		Region II		Region III		Region IV					
	Total	CI	CM			+/-	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
YES	64.9	64.4	65.5	67.0	66.5	68.6	64.4	66.6	69.2	72.1	76.6	64.7	64.8	64.3	65.7	62.3	60.8	65.6	65.6	65.1	66.6
NO	35.1	35.6	34.5	33.0	33.5	31.4	35.6	33.4	30.8	27.9	23.4	35.3	35.2	35.7	34.3	37.7	39.2	34.4	34.4	34.9	33.4
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131	40

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
+	Definitely
-	Probably
+	Definitely not
-	Probably not

# YMA61 -- MH32 MAGAZINE #1 READ ON REGULAR BASIS (Variable 343)

Responses	National			Officer Markets (HSM + CM)									
	College			Total Market	Region I			Region II			Region III		
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
Audio	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6
Automotive	4.1	4.3	3.9	7.1	6.0	6.0	7.2	5.9	4.9	5.5	6.6	3.7	5.8
General Editorial	19.0	17.6	20.5	10.7	14.1	3.2	14.1	14.4	14.3	21.6	16.5	30.1	10.9
Influencer	1.7	0.5	3.0	1.6	2.1	7.0	1.6	2.4	0.9	2.9	3.1	2.6	1.7
Minority	1.6	1.8	1.4	2.5	2.1	5.4	4.1	1.4	1.1	3.2	3.2	3.1	2.1
Outdoor	1.6	1.3	2.0	2.9	2.5	4.4	2.6	2.7	1.9	1.9	1.8	2.0	3.5
Science	2.9	5.4	0.3	1.6	1.2	0.0	1.9	1.3	0.5	0.9	1.5	0.0	1.4
Sports	12.6	10.2	15.2	18.8	17.6	12.3	15.4	20.9	14.4	17.3	22.7	8.5	16.8
Other	55.8	58.3	53.1	54.2	53.8	61.6	52.5	50.8	60.0	44.8	42.3	49.0	57.6
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YMAAGHOUR -- MH33 HOURS PER WEEK READING MAGAZINES (Variable 349)

Responses	National				Officer Markets (HSM + CM)															
	College			HSM	Total Market	RTIC Course Propensity			Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM
0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
1-2	22.8	20.9	24.8	27.0	24.6	23.0	25.2	33.9	28.0	33.4	19.2	27.0	26.1	28.3	25.4	23.8	29.0	23.8	23.6	24.3
3-5	29.9	29.9	29.9	24.9	26.0	27.1	27.2	25.9	32.3	29.7	36.5	23.2	21.8	25.5	22.3	20.0	27.5	28.0	28.3	27.3
6-10	9.8	10.9	8.6	10.1	14.7	8.8	11.1	5.5	8.8	9.8	7.1	9.3	9.7	8.8	10.9	12.3	7.8	9.2	7.7	12.5
11-15	0.7	0.9	0.6	2.5	0.0	3.5	1.5	1.7	1.7	2.1	1.0	1.2	1.9	0.0	2.6	3.8	0.0	1.9	1.9	1.9
16-20	0.7	1.2	0.1	0.9	3.4	0.0	0.4	1.0	0.0	0.0	0.0	1.6	2.5	0.0	0.0	0.0	0.0	1.2	1.5	0.6
21+	0.5	0.4	0.6	0.6	0.0	0.5	0.6	1.0	0.9	0.8	1.0	1.0	0.9	1.1	0.0	0.0	0.0	0.6	0.8	0.0
NOT APPLICABLE (SKIPPED OUT)	35.1	35.6	34.5	33.0	31.4	35.6	33.4	30.8	27.9	23.4	35.3	35.2	35.7	34.3	37.7	39.2	34.4	34.4	34.9	33.4
Don't Know	0.6	0.3	0.8	1.0	0.9	0.0	1.4	0.7	0.0	0.5	0.9	0.0	1.3	0.9	2.0	1.1	0.9	1.3	0.9	1.3
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	450	223	227	620	847	52	194	420	160	233	167	66	233	164	69	210	158	52	171	131

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1082
Instrument change	0
Other	0
Total missing	1082

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or IUP, non-institutionalized, not 4-year college graduates, have never taken a college ROTIC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	Definitely
+	Probably
--	Definitely not

# YUN12NON -- KR1 UNAIDED AD RECALL FOR NO SERVICES (Variable 351)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	RDTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		H +	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
YES	0.9	1.0	0.7	1.7	1.4	1.9	0.6	1.1	2.1	0.7	1.1	0.0	1.5	1.9	0.8	0.7	1.0	0.0	3.1	3.2	2.9
NO	98.7	98.4	99.1	97.6	98.1	96.4	99.2	98.4	97.4	98.8	98.2	100.0	97.8	96.8	99.2	99.2	98.8	100.0	96.4	96.5	96.2
Don't Know	0.4	0.6	0.2	0.6	0.5	1.7	0.2	0.4	0.5	0.5	0.7	0.0	0.8	1.3	0.0	0.1	0.2	0.0	0.5	0.3	1.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Frie 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YUN12AF -- KR1 UNAIDED AD RECALL FOR AIR FORCE (Variable 352)

Responses	National					Officer Markets (HSM + CM)															
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	69.8	66.2	74.1	70.2	71.5	73.5	72.8	72.3	68.7	74.5	73.0	77.3	68.4	66.4	71.5	69.7	69.8	69.4	73.2	70.7	79.1
NO	29.8	33.2	25.7	29.2	28.0	24.7	27.0	27.2	30.8	25.0	26.3	22.7	30.8	32.3	28.5	30.2	30.0	30.6	26.3	29.0	20.0
Don't Know	0.4	0.6	0.2	0.6	0.5	1.7	0.2	0.4	0.5	0.5	0.7	0.0	0.8	1.3	0.0	0.1	0.2	0.0	0.5	0.3	1.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or OEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YUN12AR -- KR1 UNAIDED AD RECALL FOR ARMY (Variable 353)

Responses	National			Officer Markets (HSM + CM)																	
	College			HSM	Total Market	RUTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	84.3	83.2	85.7	87.2	86.7	88.9	88.3	87.3	85.3	88.5	89.8	85.9	85.0	85.5	84.3	85.6	85.9	85.0	87.5	87.1	88.4
NO	15.3	16.2	14.1	12.2	12.8	9.4	11.5	12.2	14.1	11.1	9.5	14.1	14.2	13.2	15.7	14.3	14.0	15.0	12.0	12.5	10.6
Don't Know	0.4	0.6	0.2	0.6	0.5	1.7	0.2	0.4	0.5	0.5	0.7	0.0	0.8	1.3	0.0	0.1	0.2	0.0	0.5	0.3	1.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

**NATIONAL SAMPLES**

16- to 24-year-old males living in continental US, who are NPS, not in service or WIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:

CI -- College Influencers: college juniors and seniors

CM -- College Market: freshmen and sophomores in 4-year colleges

HSM -- High School Market: college-oriented high school juniors and seniors

**OFFICER MARKETS (HSM + CM)**

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:

++ = Definitely    + = Probably    - = Probably not    -- = Definitely not

YUN12RO -- KR1 UNAIDED AD RECALL FOR ROTC (Variable 354)

Responses	National			Officer Markets (HSM + CM)											
	College		HSM	Region I			Region II			Region III			Region IV		
	Total	FI	FM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	5.2	4.5	6.0	4.8	4.8	7.4	7.0	6.8	7.4	4.8	5.9	3.2	3.4	2.0	6.3
NO	94.4	94.9	93.8	94.5	94.3	92.5	92.5	92.5	92.6	94.4	92.8	96.8	96.5	97.8	93.7
Don't know	0.4	0.6	0.2	0.6	0.5	1.7	0.5	0.7	0.0	0.8	1.3	0.0	0.1	0.2	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	493	341	152	378	281	97

MULTIPLE DATA SUMMARY (Unweighted count)	
Randomization rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or NPS, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YUN12NG -- KR1 UNAIDED AD RECALL FOR NAT GUARD (Variable 355)

Responses	National										Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity					Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
YES	22.7	19.7	26.1	22.1	23.5	25.3	20.6	23.6	25.8		23.5	20.1	29.7	23.1	22.7	23.8	21.6	21.7	21.4	26.4	24.9	29.7
NO	77.0	79.7	73.7	77.2	76.0	73.0	79.2	75.9	73.7		76.1	79.2	70.3	76.1	76.0	76.2	78.3	78.1	78.6	73.1	74.8	69.3
Don't Know	0.4	0.6	0.2	0.6	0.5	1.7	0.2	0.4	0.5		0.5	0.7	0.0	0.8	1.3	0.0	0.1	0.2	0.0	0.5	0.3	1.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339		485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not



# YUN12RV -- KR1 UNAIDED AD RECALL FOR RESERVE (Variable 356)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	16.6	12.4	21.5	12.8	15.8	22.9	9.4	17.2	15.9	16.6	13.6	22.2	18.2	15.9	21.5	14.2	10.4	22.7	13.7	11.5	18.9
NO	83.0	87.0	78.3	86.6	83.7	75.4	90.4	82.4	83.6	82.9	85.7	77.8	81.1	82.8	78.5	85.6	89.5	77.3	85.8	88.2	80.2
Don't Know	0.4	0.6	0.2	0.6	0.5	1.7	0.2	0.4	0.5	0.5	0.7	0.0	0.8	1.3	0.0	0.1	0.2	0.0	0.5	0.3	1.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YUN12CG -- KR1 UNAIDED AD RECALL FOR COAST GUARD (Variable 357)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		H	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
YES	16.1	11.8	21.0	16.9	18.3	24.1	16.7	17.7	19.9	25.3	22.9	29.8	15.2	13.0	18.6	15.4	13.6	19.2	15.3	16.7	12.2
NO	83.5	87.6	78.8	82.5	81.2	74.1	83.1	81.9	79.6	74.3	76.4	70.2	84.0	85.7	81.4	84.5	86.2	80.8	84.2	83.0	86.9
Don't Know	0.4	0.6	0.2	0.6	0.5	1.7	0.2	0.4	0.5	0.5	0.7	0.0	0.8	1.3	0.0	0.1	0.2	0.0	0.5	0.3	1.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	34	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YUN12MC -- KR1 UNAIDED AD RECALL FOR MARINE CORPS (Variable 358)

Responses	National			Officer Markets (HSM + CM)												Region IV					
	College			HSM	Total Market	ROTC Course			Propensity			Region I			Region II			Region III			
	Total	CI	CM			++	+	-	---	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
YES	72.2	70.7	73.9	69.5	71.0	71.4	71.9	71.1	70.2	74.7	70.7	82.3	66.6	65.3	68.6	70.7	71.4	69.4	71.2	69.8	74.4
NO	27.4	28.7	25.9	29.9	28.5	26.9	27.9	28.5	29.2	24.8	28.6	17.7	32.6	33.4	31.4	29.1	28.5	30.6	28.3	29.9	24.6
Don't Know	0.4	0.6	0.2	0.6	0.5	1.7	0.2	0.4	0.5	0.5	0.7	0.0	0.8	1.3	0.0	0.1	0.2	0.0	0.5	0.3	1.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YUNI2NA -- KR1 UNAIDED AD RECALL FOR NAVY (Variable 359)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	Region I			Region II			Region III			Region IV						
	Total	CI	CM			Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM				
YES	66.9	65.5	68.6	65.7	66.7	68.6	65.1	67.3	65.8	70.8	70.4	71.6	65.7	58.7	76.3	62.6	61.9	64.1	66.8	71.3	56.2
NO	32.7	34.0	31.3	33.7	32.9	29.7	34.7	32.2	33.7	28.7	28.9	28.4	33.5	40.0	23.7	37.3	38.0	35.9	32.7	28.4	42.9
Don't know	0.4	0.6	0.2	0.6	0.5	1.7	0.2	0.4	0.5	0.5	0.7	0.0	0.8	1.3	0.0	0.1	0.2	0.0	0.5	0.3	1.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DFP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YUN12ALL -- KR1 UNAIDED AD RECALL FOR ALL IN ONE AD (Variable 360)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	9.6	10.0	9.2	6.1	7.2	7.7	5.3	7.3	7.6	6.7	6.8	6.5	8.0	8.9	6.6	16.3	5.6	4.2	8.9		
NO	90.0	89.4	90.7	93.3	92.4	90.6	94.5	92.3	91.9	92.9	92.5	93.5	91.3	89.8	93.4	91.7	95.3	93.7	95.5	90.2	
Don't Know	0.4	0.6	0.2	0.6	0.5	1.7	0.2	0.4	0.5	0.5	0.7	0.0	0.8	1.3	0.0	0.1	0.2	0.0	0.5	0.3	1.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YKRROAF -- KR2 ROTC AD RECALLED FOR AIR FORCE (Variable 361)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	RUTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	1.5	1.3	1.7	0.9	1.2	1.2	0.7	1.6	0.8	1.9	1.4	2.8	0.5	0.5	0.6	1.2	1.4	0.7	1.0	0.3	2.6
NO	3.2	2.9	3.6	3.2	3.4	12.2	5.8	2.2	2.2	4.9	5.0	4.6	3.1	4.4	1.1	2.0	0.7	4.8	3.1	2.6	4.3
NOT APPLICABLE (SKIPPED OUT)	94.8	95.5	94.0	95.2	94.8	86.6	93.1	95.5	95.9	93.0	93.2	92.6	95.2	94.1	96.8	96.6	98.0	93.7	94.5	95.5	92.2
Don't Know	0.5	0.3	0.7	0.7	0.7	0.0	0.5	0.6	1.0	0.2	0.3	0.0	1.2	1.1	1.4	0.2	0.0	0.8	1.3	1.5	0.9
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are ROTC, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	--- = Definitely not

# YKRROAR -- KR2 ROTC AD RECALLED FOR ARMY (Variable 362)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
YES	4.2	3.9	4.6	3.9	13.4	5.4	3.5	2.8	6.2	6.4	5.8	3.3	4.3	1.8	3.0	1.8	5.6	3.5	2.4	6.1	
NO	0.4	0.3	0.6	0.3	0.0	1.1	0.3	0.3	0.6	0.0	1.6	0.3	0.6	0.0	0.1	0.2	0.0	0.6	0.5	0.9	
NOT APPLICABLE (SKIPPED OUT)	94.8	95.5	94.0	95.2	86.6	93.1	95.5	95.9	93.0	93.2	92.6	95.2	94.1	96.8	96.6	98.0	93.7	94.5	95.5	92.2	
Don't Know	0.5	0.3	0.7	0.7	0.7	0.5	0.6	1.0	0.2	0.3	0.0	1.2	1.1	1.4	0.2	0.0	0.8	1.3	1.5	0.9	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
15- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

## Variable 363)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV			
	Total	CJ	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	1.0	1.2	0.7	2.1	1.6	13.4	0.4	1.0	1.5	3.3	4.7	0.5	1.1	1.6	0.4	0.9	0.4	1.9	0.6	0.8	0.0
NO	3.7	3.0	4.5	2.1	3.0	0.0	6.0	2.8	1.6	3.5	1.7	6.9	2.5	3.3	1.3	2.2	1.6	3.7	3.6	2.1	6.9
NOT APPLICABLE (SKIPPED OUT)	94.8	95.5	94.0	95.2	94.8	86.6	93.1	95.5	95.9	93.0	93.2	92.6	95.2	94.1	96.8	96.6	98.0	93.7	94.5	95.5	92.2
Don't Know	0.5	0.3	0.7	0.7	0.7	0.0	0.5	0.6	1.0	0.2	0.3	0.0	1.2	1.1	1.4	0.2	0.0	0.8	1.3	1.5	0.9
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

**NATIONAL SAMPLES**

16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

CI --- College influencers: college juniors and seniors  
CM --- College Market: freshmen and sophomores in 4-year colleges  
HSM --- High School Market: college-qualified high school juniors and seniors

OFFICER MARKETS (HSM + CM)

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix U) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:

++ = Definitely not  
 + = Definitely  
 -- = Probably not  
 --- = Definitely not



# YKRROMC -- KR2 ROTC AD RECALLED FOR MARINES (Variable 364)

Responses	National					Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity					Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
YES	0.5	0.9	0.0	0.7	0.4	1.2	0.3	0.4	0.5	0.7	1.1	0.0	0.5	0.8	0.0	0.3	0.4	0.0	0.2	0.3	0.0	
NO	4.2	3.3	5.3	3.5	4.1	12.2	6.2	3.4	2.5	6.1	5.4	7.4	3.1	4.0	1.8	2.8	1.6	5.6	3.9	2.6	6.9	
NOT APPLICABLE (SKIPPED OUT)	94.8	95.5	94.0	95.2	94.8	86.6	93.1	95.5	95.9	93.0	93.2	92.6	95.2	94.1	96.8	96.6	98.0	93.7	94.5	95.5	92.2	
Don't Know	0.5	0.3	0.7	0.7	0.7	0.0	0.5	0.6	1.0	0.2	0.3	0.0	1.2	1.1	1.4	0.2	0.0	0.8	1.3	1.5	0.9	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are MPS, not in service or ODP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	Definitely
+	Probably
-	Probably not
--	Definitely not

# YKRROCG -- KR2 ROTC AD RECALLED FOR COAST GUARD (Variable 365)

Responses	National			Officer Markets (HSM + CM)																		
	College			Total Market	RTCC Course Propensity			Region I			Region II			Region III			Region IV					
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
YES	0.3	0.1	0.5	0.2	0.3	0.0	0.3	0.0	0.9	0.5	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.0
NO	4.4	4.1	4.8	4.0	4.2	13.4	5.6	3.6	3.0	5.9	6.0	5.8	3.6	4.9	1.8	3.1	2.0	5.6	3.9	2.6	6.9	
NOT APPLICABLE (SKIPPED OUT)	94.8	95.5	94.0	95.2	94.8	86.6	93.1	95.5	95.9	93.0	93.2	92.6	95.2	94.1	96.8	96.6	98.0	93.7	94.5	95.5	92.2	
Don't Know	0.5	0.3	0.7	0.7	0.7	0.0	0.5	0.6	1.0	0.2	0.3	0.0	1.2	1.1	1.4	0.2	0.0	0.8	1.3	1.5	0.9	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	861	339	485	353	132	493	341	152	378	281	97	347	264	83	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are MPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	++ = Definitely not
+ = Probably	+ = Probably not
-- = Definitely	-- = Definitely not

# YKRGAF -- KR3 N GUARD AD RECALLED FOR AIR FORCE (Variable 366)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	7.3	7.0	7.6	4.2	5.4	7.3	5.2	6.2	3.3	6.6	3.0	13.3	4.4	3.9	5.2	4.5	4.0	5.6	5.9	6.6	4.2
NO	12.6	11.0	14.4	13.5	13.8	17.4	12.9	12.5	17.5	13.1	13.4	12.7	13.6	13.2	14.2	13.4	13.6	13.0	15.5	13.8	19.7
NOT APPLICABLE (SKIPPED OUT)	77.3	80.3	73.9	77.9	76.5	74.7	79.4	76.4	74.2	76.5	79.9	70.3	76.9	77.3	76.2	78.4	78.3	78.6	73.6	75.1	70.3
Don't Know	2.8	1.7	4.0	4.4	4.3	0.5	2.5	4.9	5.0	3.7	3.8	3.7	5.0	5.5	4.2	3.6	4.1	2.7	4.9	4.6	5.8
Refused	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or NIF, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YKRNAR -- KR3 N GUARD AD RECALLED FOR ARMY (Variable 367)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ADTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	17.1	16.6	17.7	14.3	15.5	20.8	12.3	15.5	17.3	16.7	14.1	21.7	14.5	12.9	16.8	13.1	14.0	11.0	17.9	16.5	21.2
NO	2.7	1.4	4.3	3.4	3.7	3.9	5.8	3.2	3.5	3.0	2.3	4.3	3.6	4.2	2.7	4.5	3.6	7.7	3.5	3.8	2.7
NOT APPLICABLE (SKIPPED OUT)	77.3	80.3	73.9	77.9	76.5	74.7	79.4	76.4	74.2	76.5	79.9	70.3	76.9	77.3	76.2	78.4	78.3	78.6	73.6	75.1	70.3
Don't Know	2.8	1.7	4.0	4.4	4.3	0.5	2.5	4.9	5.0	3.7	3.8	3.7	5.0	5.5	4.2	3.6	4.1	2.7	4.9	4.6	5.8
Refused	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/Rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or UFP, non-institutionalized, not 4-year college grad rates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
UJ -- College Influencers: college Juniors and seniors	
CM -- College Market: Freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school Juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	Definitely
+	Probably
-	Probably not
--	Definitely not

YKRNNGNA -- KR3 N GUARD AD RECALLED FOR NAVY (Variable 368)

Responses	National					Officer Markets (HSM + CM)															
	College			HSM	Total Market	RUTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	1.6	1.2	2.1	1.6	1.8	1.5	2.6	1.0	3.3	2.5	1.5	4.2	2.1	2.3	1.8	0.7	0.6	0.9	1.8	2.4	0.5
NO	18.2	16.8	19.9	16.1	17.4	22.3	15.5	17.7	17.5	17.3	14.8	21.8	15.9	14.8	17.6	17.3	17.0	17.7	19.6	17.9	23.4
NOT APPLICABLE (SKIPPED OUT)	77.3	80.3	73.9	77.9	76.5	74.7	79.4	76.4	74.2	76.5	79.9	70.3	76.9	77.3	76.2	78.4	78.3	78.6	73.6	75.1	70.3
Don't Know	2.8	1.7	4.0	4.4	4.3	0.5	2.5	4.9	5.0	3.7	3.8	3.7	5.0	5.5	4.2	3.6	4.1	2.7	4.9	4.6	5.8
Refused	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent:	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or IHP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YKRGMC -- KR3 N GUARD AD RECALLED FOR MARINES (Variable 369)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	1.3	0.8	2.0	1.7	1.8	3.1	1.4	2.1	1.4	1.5	1.3	2.0	1.6	2.2	0.6	2.4	1.3	4.8	1.8	2.3	0.5
NO	18.5	17.2	20.1	16.0	17.4	21.6	16.7	16.6	19.4	18.2	15.0	24.0	16.5	14.9	18.8	15.6	16.3	13.9	19.6	18.0	23.4
NOT APPLICABLE (SKIPPED OUT)	77.3	80.3	73.9	77.9	76.5	74.7	79.4	76.4	74.2	76.5	79.9	70.3	76.9	77.3	76.2	78.4	78.3	78.6	73.6	75.1	70.3
Don't Know	2.8	1.7	4.0	4.4	4.3	0.5	2.5	4.9	5.0	3.7	3.8	3.7	5.0	5.5	4.2	3.6	4.1	2.7	4.9	4.6	5.8
Refused	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DFP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	--- = Definitely not

# YKRGCG -- KR3 N GUARD AD RECALLED FOR COAST GUARD (Variable 370)

Responses	National					Officer Markets (HSM + CM)																	
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV					
	Total	CI	CM			++	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
YES	1.2	0.9	1.7	1.4	1.5	0.0	3.1	1.2	0.9	2.3	1.6	3.6	1.2	2.0	0.0	1.7	1.3	2.5	0.4	0.5	0.0		
NO	18.6	17.2	20.4	16.3	17.7	24.7	15.0	17.5	19.9	17.4	14.7	22.4	16.9	15.2	19.4	16.2	16.3	16.1	21.1	19.8	23.9		
NOT APPLICABLE (SKIPPED OUT)	77.3	80.3	73.9	77.9	76.5	74.7	79.4	76.4	74.2	76.5	79.9	70.3	76.9	77.3	76.2	78.4	78.3	78.6	73.6	75.1	70.3		
Don't Know	2.8	1.7	4.0	4.4	4.3	0.5	2.5	4.9	5.0	3.7	3.8	3.7	5.0	5.5	4.2	3.6	4.1	2.7	4.9	4.6	5.8		
Refused	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0		
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	441	152	378	281	97	347	264	83		

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	= Probably
-	= Definitely not

# YKRRVAF -- KR4 RESERVE AD RECALLED FOR AIR FORCE (Variable 371)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	4.2	3.4	5.1	4.0	4.4	13.9	3.9	3.2	5.0	5.2	5.6	4.5	5.0	4.5	5.8	4.0	3.2	5.7	2.8	2.1	4.4
NO	11.6	8.6	15.0	8.2	10.6	9.0	5.0	13.2	8.9	11.3	7.9	17.7	11.5	10.7	12.8	9.3	6.1	16.3	9.9	8.7	12.6
NOT APPLICABLE (SKIPPED OUT)	83.4	87.6	78.5	87.2	84.2	77.1	90.6	82.8	84.1	83.4	86.4	77.8	81.8	84.1	78.5	85.4	89.6	77.3	86.3	88.5	81.1
Don't Know	0.9	0.5	1.4	0.6	0.9	0.0	0.5	0.7	2.0	0.1	0.1	0.0	1.6	0.7	3.0	1.0	1.1	0.7	1.0	0.6	1.9
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NIS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Be Intely	++ = Probably not
+ = Probably	+ = Definitely not



YKRRVAR -- KR4 RESERVE AD RECALLED FOR ARMY (Variable 372)

Responses	National				Officer Markets (HSM + CM)																	
	College			HSM	Total Market	RDTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM			Total	+	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	14.9	11.8	18.5	11.4	13.9	21.7	8.6	15.7	11.3	16.1	13.1	21.7	15.3	13.8	17.4	11.4	8.2	18.2	11.9	10.5	15.3	
NO	0.9	0.2	1.6	0.7	1.1	1.2	0.3	0.8	2.5	0.4	0.3	0.5	1.3	1.4	1.1	1.9	1.0	3.8	0.7	0.3	1.7	
NOT APPLICABLE (SKIPPED OUT)	83.4	87.6	78.5	87.2	84.2	77.1	90.6	82.8	84.1	83.4	86.4	77.8	81.8	84.1	78.5	85.8	89.6	77.3	86.3	88.5	81.1	
Don't Know	0.9	0.5	1.4	0.6	0.9	0.0	0.5	0.7	2.0	0.1	0.1	0.0	1.6	0.7	3.0	1.0	1.1	0.7	1.0	0.6	1.9	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	913	449	454	1239	1703	84	354	681	339	485	353	132	493	341	152	378	28	97	347	264	83	

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college RDTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	++ = Definitely not
+	+
- = Probably	- = Definitely not

# YKRRVNA -- KR4 RESERVE AD RECALLED FOR NAVY (Variable 373)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I		Region II		Region III		Region IV					
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
YES	3.3	3.2	3.4	2.9	3.1	13.1	2.3	2.6	2.6	4.6	5.5	3.1	4.2	3.3	5.4	1.0	1.0	1.1	2.0	1.4	3.6
NO	12.4	8.7	16.8	9.3	11.8	9.7	6.6	13.9	11.2	11.9	8.0	19.2	12.4	11.8	13.2	12.2	8.3	20.9	10.6	9.4	13.3
NOT APPLICABLE (SKIPPED OUT)	83.4	87.6	78.5	87.2	84.2	77.1	90.6	82.8	84.1	83.4	86.4	77.8	81.8	84.1	78.5	85.8	89.6	77.3	86.3	88.5	81.1
Don't Know	0.9	0.5	1.4	0.6	0.9	0.0	0.5	0.7	2.0	0.1	0.1	0.0	1.6	0.7	3.0	1.0	1.1	0.7	1.0	0.6	1.9
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YKRRVMC -- KR4 RESERVE AD RECALLED FOR MARINES (Variable 374)

Responses	National			Officer Markets (HSM + CM)																	
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	1.2	0.7	1.9	1.6	1.7	1.5	1.9	1.8	1.6	2.2	1.8	3.1	2.7	2.3	3.2	0.8	1.2	0.0	0.9	1.2	0.0
NO	14.5	11.3	18.3	10.5	13.2	21.3	7.1	14.7	12.3	14.3	11.6	19.2	13.9	12.8	15.4	12.4	8.1	22.0	11.8	9.6	17.0
NOT APPLICABLE (SKIPPED OUT)	83.4	87.6	78.5	87.2	84.2	77.1	90.6	82.8	84.1	83.4	86.4	77.8	81.8	84.1	78.5	85.8	89.6	77.3	86.3	88.5	81.1
Don't Know	0.9	0.5	1.4	0.6	0.9	0.0	0.5	0.7	2.0	0.1	0.1	0.0	1.6	0.7	3.0	1.0	1.1	0.7	1.0	0.6	1.9
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or NIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YKRRVCG -- KR4 RESERVE AD RECALLED FOR COAST GUARD (Variable 375)

Responses	National										Officer Markets (HSM + CM)									
	College					Total					Region I					Region II				
	CI		CM		HSM	Market	ROTC Course Propensity			Total	HSM		CM		Total	HSM		CM		Total
							++	+	-											
YES	1.1	1.0	1.2		1.0	1.1	0.0	1.6	1.0	0.8	0.8	0.6	1.2		2.0	1.7	2.5		0.3	0.4
NO	14.6	10.9	18.9		11.2	13.8	22.9	7.3	15.5	13.0	15.7	12.8	21.0		14.5	13.5	16.0		13.0	8.8
NOT APPLICABLE (SKIPPED OUT)	83.4	87.6	78.5		87.2	84.2	77.1	90.6	82.8	84.1	83.4	86.4	77.8		81.8	84.1	78.5		85.8	89.6
Don't Know	0.9	0.5	1.4		0.6	0.9	0.0	0.5	0.7	2.0	0.1	0.1	0.0		1.6	0.7	3.0		1.0	1.1
Total weighted percent	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0
Total sample size	913	449	464		1239	1703	84	354	881	339	485	353	132		493	341	152		378	281

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College influences: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

## Variable 377)

Responses	National										Officer Markets (HSM + CM)											
	College			HSM	Total Market	R0TC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM			+	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
YES	15.8	16.8	14.7	20.3	18.4	18.4	18.8	18.2	20.3	14.2	17.8	20.2	14.3	20.7	21.7	18.6	16.6	18.9	11.2			
NO	14.2	16.8	11.2	9.5	10.1	8.5	9.9	9.2	12.5	7.3	6.6	8.5	13.7	13.4	14.2	9.6	8.5	12.0	10.2	10.4	9.7	
NOT APPLICABLE (SKIPPED OUT)	69.8	66.2	74.1	70.2	71.5	73.5	72.8	72.3	68.7	74.5	73.0	77.3	68.4	66.4	71.5	69.7	69.8	69.4	73.2	70.7	79.1	
Don't Know	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83	

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

**NATIONAL SAMPLES**

16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

CI --- College influencers: college juniors and seniors  
CM --- College Market: freshmen and sophomores in 4-year colleges  
HSM --- High School Market: college-oriented high school juniors and seniors

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

(Variable 378)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV			
	Total	CJ	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	8.0	9.6	6.1	9.3	8.2	8.8	7.9	7.9	7.9	7.2	8.0	5.6	8.4	10.5	5.2	9.7	10.5	8.0	7.6	8.4	5.9
NO	7.7	7.2	8.2	3.5	5.1	2.3	3.8	4.8	6.8	4.4	2.1	8.5	6.6	4.1	10.5	4.7	3.6	7.0	4.8	4.5	5.6
NOT APPLICABLE (SKIPPED OUT)	84.3	83.2	85.7	87.2	86.7	88.9	88.3	87.3	85.3	88.5	89.8	85.9	85.0	85.5	84.3	85.6	85.9	85.0	87.5	87.1	88.4
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

**NATIONAL SAMPLES**

16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, and not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

CL -- College Influencers: college juniors and seniors

CM -- College Market: freshmen and sophomores in 4-year colleges

IISM -- High School Market: college-oriented high school juniors and seniors

**OFFICER MARKETS (NSM + CM)**

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Precedence -- reported intention to enroll in at least one college course offered by Army ROTC:

++ Intentionally -- Probably not  
+ Probably -- Definitely not

Responses	National				Total Market	Officer Markets (HSM + CM)															
	College		HSM	CM		ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI				++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	51.8	50.5	53.3	40.0	44.5	42.1	46.9	43.0	47.8	45.4	40.2	55.1	49.7	44.4	57.6	37.8	35.6	42.5	45.1	40.2	56.7
NO	43.4	44.7	41.9	55.6	50.9	44.6	47.5	52.8	49.5	47.7	52.4	39.0	46.8	51.0	40.4	58.6	62.0	51.3	51.1	57.0	37.3
NOT APPLICABLE (SKIPPED OUT)	4.2	3.9	4.6	3.9	4.1	13.4	5.4	3.5	2.8	6.2	6.4	5.8	3.3	4.3	1.8	3.0	1.8	5.6	3.5	2.4	6.1
Don't Know	0.6	0.9	0.2	0.6	0.4	0.0	0.3	0.7	0.0	0.6	0.9	0.0	0.2	0.3	0.2	0.6	0.6	0.6	0.3	0.4	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING, DATA, SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

**NATIONAL SAMPLES**

16- to 24-year-old males living in continental US, who are NIS, not in service or IHP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

CI --- College Influencers; college juniors and seniors  
CM --- College Market; freshmen and sophomores in 4-year colleges  
IHM --- High School Market; college-oriented high school juniors and seniors

**OFFICER MARKETS (HSM + CM)**

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC.

++ = Definitely not      = Probably not  
 + = Probably                = Definitely not

## Variable 380)

Responses	National				Officer Markers (HSM + CM)																
	College			HSM	Total Marker	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	(I)	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	47.4	48.2	46.4	53.0	50.7	52.8	54.0	51.0	47.9	53.2	59.2	42.0	51.8	52.3	50.9	49.7	47.4	54.8	47.1	52.0	35.5
NO	34.4	34.1	34.7	31.9	32.9	26.4	33.7	32.8	32.4	29.1	25.6	35.6	33.4	34.5	31.7	36.5	37.5	34.2	33.5	31.2	38.8
NOT APPLICABLE (SKIPPED OUT)	17.1	16.6	17.7	14.3	15.5	20.8	12.3	15.5	17.3	16.7	14.1	21.7	14.5	12.9	16.8	13.1	14.0	11.0	17.9	16.5	21.2
Don't Know	1.1	1.0	1.2	0.7	0.9	0.0	0.0	0.6	2.4	1.0	1.1	0.8	0.4	0.2	0.6	0.8	1.1	0.0	1.5	0.3	4.5
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

**NATIONAL SAMPLES**

16- to 24-year-old males living in continental US, who are NPS, not in service or REP, non-insitutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

CJ --- College Influencers: college juniors and seniors  
CM --- College Market: freshmen and sophomores in 4-year colleges  
HSM --- High School Market: college-oriented high school juniors and seniors

**OFFICER MARKETS (HSM + CM)**

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC.

1 + = Definitely      = Probably not  
2 + = Probably      = Definitely not



# YAI DARV -- KR9 AIDED AD RECALL FOR ARMY RESERVE (Variable 381)

Responses	National				Officer Markets (HSM + CM)																
	College			Total Market	Region I			Region II			Region III			Region IV							
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM					
YES	54.9	55.1	54.7	61.3	59.0	60.8	59.2	59.3	58.7	57.7	60.2	53.2	55.0	61.2	45.7	62.5	63.2	61.0	61.7	60.7	64.2
NO	30.0	32.9	26.7	26.7	26.7	17.5	32.0	24.4	29.7	25.0	25.0	25.1	29.6	24.8	36.9	26.0	28.4	20.8	26.2	28.8	20.0
NOT APPLICABLE (SKIPPED OUT)	14.9	11.8	18.5	11.4	13.9	21.7	8.6	15.7	11.3	16.1	13.1	21.7	15.3	13.8	17.4	11.4	8.2	18.2	11.9	10.5	15.3
Don't Know	0.2	0.3	0.1	0.6	0.4	0.0	0.2	0.6	0.3	1.1	1.7	0.0	0.1	0.2	0.0	0.1	0.2	0.0	0.2	0.0	0.5
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or OIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	--- = Definitely not

YAIDCG -- KR10 AIDED AD RECALL FOR COAST GUARD (Variable 382)

Responses	National				Officer Markets (HSM + CM)															
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM		H	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
YES	32.7	31.8	33.8	34.6	42.9	31.1	34.6	36.3	33.9	36.3	29.5	32.5	34.0	30.2	38.7	35.9	44.9	33.0	33.0	33.0
NO	50.9	56.1	44.7	46.6	32.9	51.8	47.0	43.5	39.9	40.0	39.8	52.3	53.0	51.2	45.2	49.9	35.1	51.0	49.4	54.8
NOT APPLICABLE (SKIPPED OUT)	16.1	11.8	21.0	18.3	24.1	16.7	17.7	19.9	25.3	22.9	29.8	15.2	13.0	18.6	15.4	13.6	19.2	15.3	16.7	12.2
Don't Know	0.3	0.2	0.4	0.6	0.0	0.4	0.8	0.3	0.9	0.9	0.8	0.0	0.0	0.0	0.7	0.6	0.8	0.7	1.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or NRP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YAIDMC -- KR11 AIDED AD RECALL FOR MARINE CORPS (Variable 383)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	RTTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	18.6	19.6	17.4	18.0	17.8	15.0	16.8	18.4	17.4	16.5	18.4	12.9	18.7	18.9	18.4	19.6	18.2	22.7	16.4	16.3	16.7
NO	9.2	9.6	8.7	12.3	11.1	13.6	11.3	10.3	12.4	8.6	10.6	4.8	14.4	15.3	13.0	9.6	10.4	8.0	12.4	13.9	8.9
NOT APPLICABLE (SKIPPED OUT)	72.2	70.7	73.9	69.5	71.0	71.4	71.9	71.1	70.2	74.7	70.7	82.3	66.6	65.3	68.6	70.7	71.4	69.4	71.2	69.8	74.4
Don't Know	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.3	0.0	0.2	0.4	0.0	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

Y AIDNA -- KR12 AIDED AD RECALL FOR NAVY (Variable 384)

Responses	National						Officer Markets (HSM + CM)														
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	16.5	16.9	16.0	20.8	19.2	21.9	16.3	20.0	19.1	17.3	19.8	12.6	20.5	24.4	14.6	20.7	22.1	17.7	18.5	17.0	22.1
NO	16.4	17.3	15.4	13.5	14.1	9.5	18.6	12.6	15.1	11.9	9.8	15.8	13.8	16.9	9.1	16.7	16.0	18.1	14.7	11.8	21.7
NOT APPLICABLE (SKIPPED OUT)	66.9	65.5	68.6	65.7	66.7	68.6	65.1	67.3	65.8	70.8	70.4	71.6	65.7	58.7	76.3	62.6	61.9	64.1	66.8	71.3	56.2
Don't Know	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	= Definitely
-	= Definitely not

YADALL -- KR13 AIDED AD RECALL FOR ALL SERVICES (Variable 385)

Responses	National			Officer Markets (HSM + CM)											
	College			Total			Region I			Region II			Region III		
	Total	CI	CM	HSM	Market	Total	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	55.4	54.4	56.7	57.9	57.5	61.1	57.7	58.2	55.4	64.2	64.1	64.4	52.3	53.2	51.0
NO	34.6	35.5	33.5	35.8	35.0	31.3	37.0	34.1	36.7	28.7	28.8	28.6	39.5	38.0	41.7
NOT APPLICABLE (SKIPPED OUT)	9.6	10.0	9.2	6.1	7.2	7.7	5.3	7.3	7.6	6.7	6.8	6.5	8.0	8.9	6.6
Don't Know	0.4	0.1	0.6	0.2	0.3	0.0	0.0	0.4	0.4	0.4	0.3	0.6	0.3	0.0	0.7
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YADARTV -- KR14 RECALLS ARMY AD ON TV (Variable 386)

Responses	National					Officer Markets (HSM + CM)															
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	92.0	91.3	92.8	94.1	93.6	93.5	96.4	94.2	91.1	94.7	95.8	92.6	93.8	93.4	94.2	92.5	92.9	91.7	93.3	93.8	92.0
NO	4.8	5.8	3.6	3.5	3.5	5.8	2.8	2.7	5.5	3.5	3.2	4.2	3.5	3.4	3.7	4.0	4.1	3.8	3.1	3.4	2.3
NOT APPLICABLE (SKIPPED OUT)	3.2	2.9	3.6	2.4	2.8	0.8	0.8	3.1	3.3	1.8	1.1	3.2	2.6	2.9	2.1	3.5	3.0	4.5	3.7	2.8	5.6
Don't Know	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or OEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	= Probably
-	= Definitely not

# YADARRAD -- KR14 RECALLS ARMY AD ON RADIO (Variable 387)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
YES	58.1	57.9	58.3	61.4	60.3	69.3	65.4	61.4	54.0	64.7	64.8	64.7	58.3	61.6	53.4	61.4	64.1	55.7	54.9	53.3	58.8
NO	38.1	39.2	36.9	35.9	36.2	29.2	33.7	34.8	41.5	32.6	34.2	29.7	39.0	35.3	44.6	33.8	32.1	37.5	41.1	43.4	35.6
NOT APPLICABLE (SKIPPED OUT)	3.2	2.9	3.6	2.4	2.8	0.8	0.8	3.1	3.3	1.8	1.1	3.2	2.6	2.9	2.1	3.5	3.0	4.5	3.7	2.8	5.6
Don't Know	0.6	0.0	1.3	0.3	0.7	0.8	0.0	0.7	1.2	0.8	0.0	2.4	0.1	0.1	0.0	1.3	0.8	2.4	0.3	0.4	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	= Probably
-	= Definitely not

# YADARMAG -- KR14 RECALLS ARMY AD IN MAGAZINES (Variable 388)

Responses	National			Officer Markets (HSM + CM)												Region IV					
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III						
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
YES	84.5	84.0	85.0	86.8	86.2	89.5	87.7	87.4	81.3	89.0	88.8	89.5	86.8	86.7	87.0	82.4	84.4	77.9	86.0	87.2	83.3
NO	12.3	13.0	11.4	10.8	11.0	9.7	11.5	9.6	15.4	9.2	10.2	7.3	10.6	10.4	10.9	14.2	12.6	17.6	10.3	10.0	11.1
NOT APPLICABLE (SKIPPED OUT)	3.2	2.9	3.6	2.4	2.8	0.8	0.8	3.1	3.3	1.8	1.1	3.2	2.6	2.9	2.1	3.5	3.0	4.5	3.7	2.8	5.6
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
18- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not



# YADARPAP -- KR14 RECALLS ARMY AD IN NEWSPAPERS (Variable 389)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	Region I			Region II			Region III			Region IV						
	Total	CI	CM			Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM				
YES	31.4	30.5	32.4	24.7	27.4	42.4	24.8	28.3	24.4	30.6	29.6	32.6	27.1	26.7	27.6	27.7	22.4	39.5	22.6	18.9	31.2
NO	65.0	66.2	63.5	72.7	69.5	56.8	74.3	68.1	72.3	67.3	69.4	63.6	70.2	70.4	69.9	68.8	74.6	56.1	72.9	77.2	62.5
NOT APPLICABLE (SKIPPED OUT)	3.2	2.9	3.6	2.4	2.8	0.8	0.8	3.1	3.3	1.8	1.1	3.2	2.6	2.9	2.1	3.5	3.0	4.5	3.7	2.8	5.6
Don't Know	0.4	0.4	0.4	0.2	0.3	0.0	0.0	0.5	0.0	0.2	0.0	0.7	0.2	0.0	0.4	0.0	0.0	0.0	0.9	1.0	0.6
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are MPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administratively	
Regions (see map in Appendix D) and by ROTC Course	
Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	--- = Definitely not

# YADARBIL -- KR14 RECALLS ARMY AD ON BILLBOARDS (Variable 390)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	57.2	53.5	61.6	63.8	63.0	77.2	71.4	61.4	57.8	66.2	69.7	59.6	64.4	66.3	61.6	64.9	64.2	66.4	54.3	52.4	58.7
NO	39.0	42.8	34.5	33.7	34.0	21.3	27.5	35.4	38.8	31.6	29.2	36.1	32.9	30.6	36.3	31.5	32.5	29.2	41.8	44.5	35.6
NOT APPLICABLE (SKIPPED OUT)	3.2	2.9	3.6	2.4	2.8	0.8	0.8	3.1	3.3	1.8	1.1	3.2	2.6	2.9	2.1	3.5	3.0	4.5	3.7	2.8	5.6
Don't Know	0.6	0.8	0.3	0.1	0.2	0.8	0.3	0.2	0.0	0.4	0.0	1.1	0.1	0.1	0.0	0.2	0.2	0.0	0.2	0.3	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

## YADARMAL -- KR14 RECALLS ARMY AD IN MAIL (Variable 391)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	74.5	68.9	80.9	69.5	73.4	76.4	70.1	74.0	75.9	67.9	65.4	72.7	77.9	72.7	85.7	77.1	74.9	82.0	71.3	65.2	85.7
NO	22.3	28.1	15.5	27.9	23.6	22.9	29.0	22.9	20.0	30.3	33.6	24.0	19.5	24.4	12.2	18.7	21.1	13.6	25.0	31.9	8.7
NOT APPLICABLE (SKIPPED OUT)	3.2	2.9	3.6	2.4	2.8	0.8	0.8	3.1	3.3	1.8	1.1	3.2	2.6	2.9	2.1	3.5	3.0	4.5	3.7	2.8	5.6
Don't Know	0.0	0.0	0.0	0.3	0.2	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.7	1.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

**NATIONAL SAMPLES**

16- to 24-year-old males living in continental US, who are NPS, not in service or OEP, non-institutionalized, and not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

CI --- College influencers: college juniors and seniors  
CM --- College Market: Freshmen and sophomores in 4-year colleges  
IISM --- High School Market: college-oriented high school juniors and seniors

**OFFICER MARKETS (HSM + CM)**

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:

++ = Definitely not      -- = Probably not  
+ = Probably              -- = Definitely not

# YADARPOS -- KR14 RECALLS ARMY AD ON POSTERS (Variable 392)

Responses	National			Officer Markets (HSM + CM)												Region IV		
	College			Total Market			Region I			Region II			Region III			Region IV		
	Total	CI	CM	HSM	CM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	66.0	65.5	66.6	72.3	70.3	70.3	73.3	75.0	70.2	67.1	70.1	62.6	72.3	72.4	72.0	67.5	70.6	60.2
NO	30.6	31.4	29.6	25.4	26.8	26.8	19.7	21.8	27.0	30.3	27.0	35.3	24.3	24.6	23.6	28.8	26.5	34.1
NOT APPLICABLE (SKIPPED OUT)	3.2	2.9	3.6	2.4	2.8	2.8	0.8	0.8	3.1	2.6	2.9	2.1	3.5	3.0	4.5	3.7	2.8	5.6
Don't Know	0.2	0.2	0.2	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	1703	84	354	881	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- in 24-year-old males living in continental US, who are MPS, not in service or (H.P. non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YADARPAM -- KR14 RECALLS ARMY AD IN PAMPHLETS (Variable 393)

Responses	National			Officer Markets (HSM + CM)																		
	College			Total Market	Region I			Region II			Region III			Region IV								
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM						
YES	63.5	58.0	69.9	74.2	72.7	85.5	80.3	72.5	65.8	--	71.6	73.1	69.0	73.0	75.3	69.5	76.2	75.8	77.0	69.8	72.8	62.7
NO	33.3	39.1	26.4	23.4	24.4	13.8	18.8	24.3	30.8		26.5	25.8	27.8	24.4	21.8	28.4	20.3	21.1	18.5	26.3	24.3	31.0
NOT APPLICABLE (SKIPPED OUT)	3.2	2.9	3.6	2.4	2.8	0.8	0.8	3.1	3.3		1.8	1.1	3.2	2.6	2.9	2.1	3.5	3.0	4.5	3.7	2.8	5.6
Don't Know	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.0		0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.6
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339		485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or OIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
FM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	Probably
--	Definitely not

# YADARYEL -- KR14 RECALLS ARMY AD IN YELLOW PAGES (Variable 394)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Prapensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	6.7	5.1	8.5	9.8	9.4	14.0	15.5	8.0	6.9	7.5	7.7	7.2	10.7	12.0	8.9	10.6	10.4	11.1	8.8	9.6	7.0
NO	90.0	92.0	87.7	87.7	87.7	85.3	83.7	88.8	89.5	90.4	91.1	89.1	86.5	84.8	89.0	85.8	86.4	84.5	87.5	87.5	87.3
NOT APPLICABLE (SKIPPED OUT)	3.2	2.9	3.6	2.4	2.8	0.8	0.8	3.1	3.3	1.8	1.1	3.2	2.6	2.9	2.1	3.5	3.0	4.5	3.7	2.8	5.6
Don't Know	0.1	0.0	0.2	0.2	0.2	0.0	0.0	0.1	0.3	0.3	0.2	0.5	0.2	0.3	0.0	0.1	0.2	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

## YADAROTH -- KR14 RECALLS ARMY AD SOMEWHERE ELSE (Variable 395)

Responses	National										Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
YES	14.6	14.4	14.8	11.0	12.3	19.6	14.8	10.9	12.0	13.3	12.2	15.4	11.8	10.2	14.1	12.8	10.3	18.3	10.8	10.9	10.4	
NO	81.9	82.4	81.3	85.9	84.3	79.7	83.4	85.8	83.2	84.5	86.2	81.4	84.8	85.7	83.4	83.0	85.6	77.3	85.0	86.0	82.8	
INCONSIST. DATA	0.1	0.3	0.0	0.1	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
NOT APPLICABLE (SKIPPED OUT)	3.2	2.9	3.6	2.4	2.8	0.8	0.8	3.1	3.3	1.8	1.1	3.2	2.6	2.9	2.1	3.5	3.0	4.5	3.7	2.8	5.6	
Don't know	0.2	0.0	0.4	0.7	0.6	0.0	0.7	0.2	1.4	0.3	0.5	0.0	0.7	0.8	0.5	0.7	1.1	0.0	0.6	0.3	1.2	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83	

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

**NATIONAL SAMPLES**

16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, and not 4-year college graduates, have never taken a college ROTTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

CI -- College Influencers: college juniors and seniors  
CM -- College Market: freshmen and sophomores in 4-year colleges  
IISM -- High School Market: college-oriented high school juniors and seniors

**OFFICER MARKETS (HSM + CM)**

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:

++ = Definitely      - = Probably not  
+ = Probably        -- = Definitely not

# YATADLIK -- AT1 HOW MUCH YOUTH LIKED ARMY ADS (Variable 399)

Responses	National					Officer Markets (HSM + CM)															
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
DO NOT LIKE	7.6	6.3	9.0	6.9	7.6	4.9	4.4	4.8	17.9	9.4	8.3	11.5	8.2	6.7	10.4	6.7	5.9	8.4	5.3	6.2	3.1
SCALE POINT 2	11.4	13.4	9.1	8.9	8.9	3.7	3.0	10.1	12.7	6.9	7.2	6.5	9.6	10.4	8.4	8.5	7.2	11.4	11.7	11.6	11.7
SCALE POINT 3	40.5	41.4	39.5	40.0	39.8	14.9	32.8	46.0	36.8	39.0	36.3	44.1	39.6	41.6	36.6	35.0	37.4	29.7	47.0	46.2	48.9
SCALE POINT 4	24.9	24.6	25.2	24.9	25.0	27.9	35.6	24.3	16.2	26.3	29.4	20.5	26.0	24.6	28.0	24.9	22.8	29.5	22.0	21.7	22.8
LIKE VERY MUCH	7.6	6.7	8.7	15.9	13.4	46.2	20.4	10.0	9.0	13.9	16.5	8.9	9.8	12.7	5.6	20.2	23.0	14.0	8.8	9.7	6.6
NOT APPLICABLE (SKIPPED OUT)	7.7	7.2	8.2	3.5	5.1	2.3	3.8	4.8	6.8	4.4	2.1	8.5	6.6	4.1	10.5	4.7	3.6	7.0	4.8	4.5	5.6
Don't Know	0.4	0.4	0.4	0.1	0.2	0.0	0.0	0.0	0.6	0.1	0.2	0.0	0.2	0.0	0.5	0.0	0.0	0.0	0.4	0.0	1.3
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or ODP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	-- = Deliberately not



# YATABEL -- AT2 HOW MUCH YOUTH BELIEVES ARMY ADS (Variable 400)

Responses	National			Officer Markets (HSM + CM)											
	College			Total Market			Region I			Region II			Region III		
	Total	CM	HSM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
DO NOT BELIEVE	8.3	8.9	7.6	5.4	6.1	6.1	7.3	5.7	10.2	6.1	4.9	7.8	5.5	4.6	7.5
SCALE POINT 2	19.9	22.2	17.3	10.2	12.7	12.7	14.6	14.3	16.4	14.9	12.4	18.5	11.1	6.9	20.4
SCALE POINT 3	32.3	34.4	30.0	30.4	30.3	34.6	32.0	29.6	28.0	28.4	30.9	24.6	28.8	27.9	30.8
SCALE POINT 4	22.9	21.0	25.0	30.1	28.3	22.5	31.8	31.8	19.3	28.6	30.8	25.5	25.8	30.4	15.7
BELIEV VERY MUCH	8.7	6.1	11.7	20.4	17.4	33.8	21.4	15.6	14.3	15.4	16.9	13.1	24.1	26.6	18.7
NOT APPLICABLE (SKIPPED OUT)	7.7	7.2	8.2	3.5	5.1	2.3	3.8	4.8	6.8	4.4	4.1	10.5	4.7	3.6	7.0
Don't Know	0.2	0.2	0.2	0.0	0.1	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	341	152	378	281	97

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	= = Probably
+ = Probably	-- = Definitely not

YKSADVEN -- KS2 SLOGAN: NOT A JOB, AN ADVENTURE (Variable 402)

Responses	National			Officer Markets (HSM + CM)												Region IV		
	College			Region I			Region II			Region III			Region IV			Region V		
	Total	CI	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
AIR FORCE	7.1	8.8	5.2	6.0	5.7	7.9	5.6	6.0	5.3	3.1	4.1	1.1	7.9	8.6	6.1			
ARMY	36.9	39.7	33.6	46.0	41.7	53.7	42.1	41.3	37.3	40.4	46.1	27.3	35.9	44.0	27.7	42.6	44.0	39.5
MARINE CORPS	9.7	9.7	9.7	11.4	10.8	8.2	8.3	11.4	12.4	7.5	7.0	8.7	11.1	14.9	7.4	11.7	9.7	16.3
NAVY	37.9	35.3	40.9	29.1	33.2	25.5	36.2	33.0	34.9	37.8	33.2	48.5	36.6	30.2	43.1	33.1	31.3	37.1
ALL IN SAME AD	5.2	4.5	6.0	3.8	4.5	8.4	5.5	4.4	3.3	5.3	5.2	5.5	3.7	1.3	6.1	4.2	3.8	5.3
Don't Know	3.1	2.0	4.4	3.8	4.0	1.2	1.9	4.8	4.2	2.6	2.8	2.1	6.9	3.6	10.1	5.2	7.2	0.8
Refused	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	456	211	245	609	854	39	179	445	168	260	195	65	243	150	93	182	134	48

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1087
Instrument change	0
Other	0
Total missing	1087

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or OEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YKSPROUD -- KS3 SLOGAN: THE FEW. THE PROUD (Variable 403)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
AIR FORCE	1.3	0.6	2.1	2.1	2.1	0.0	2.8	2.1	2.0	4.3	4.0	4.9	1.3	1.6	1.0	1.1	1.6	0.0	0.7	0.0	2.8
ARMY	2.0	1.9	2.1	3.0	2.7	0.0	2.2	3.2	2.3	2.2	2.3	2.0	1.8	1.2	2.4	4.0	4.3	3.3	3.1	4.1	0.0
MARINE CORPS	93.2	94.7	91.5	88.7	89.7	93.4	90.1	88.7	91.2	88.8	88.1	90.5	90.5	91.3	89.7	92.5	90.6	96.7	86.6	85.1	90.8
NAVY	0.8	0.5	1.1	2.7	2.2	5.5	2.6	1.8	2.0	1.2	1.5	0.6	2.2	1.8	2.5	1.4	2.1	0.0	4.6	6.2	0.0
ALL IN SAME AD	0.8	0.6	1.1	0.4	0.7	1.1	0.6	0.5	1.3	0.0	0.0	0.0	0.2	0.0	0.4	0.1	0.2	0.0	2.9	1.7	6.4
Don't Know	1.8	1.7	2.0	3.1	2.8	0.0	1.7	3.7	1.1	3.5	4.2	2.1	4.0	4.1	4.0	0.8	1.2	0.0	2.2	2.9	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	456	211	245	609	854	39	179	445	168	260	195	65	243	150	93	182	134	48	169	130	39

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1087
Instrument change	0
Other	0
Total missing	1087

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DDP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YKSBEALL -- KS4 SLOGAN: BE ALL YOU CAN BE (Variable 404)

Responses	National				Officer Markets (CM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
AIR FORCE	9.7	12.5	6.3	6.9	6.7	0.0	4.8	8.9	5.4	4.4	3.9	5.3	3.8	4.7	2.8	9.5	8.5	11.9	11.0	11.8	8.8
ARMY	77.6	75.4	80.1	85.4	83.5	91.9	85.4	81.1	85.4	86.5	86.9	85.7	86.6	90.3	82.8	78.8	83.5	68.3	80.5	80.7	79.9
MARINE CORPS	0.9	0.0	1.9	0.6	1.0	0.0	2.7	0.8	0.0	1.5	0.9	3.0	0.5	0.0	1.1	1.9	1.2	3.3	0.0	0.0	0.0
NAVY	4.1	4.3	3.9	5.0	4.6	2.7	4.9	4.8	4.9	5.2	6.1	3.0	5.3	4.3	6.3	3.7	4.6	2.0	3.8	4.3	2.6
ALL IN SAME AD	6.8	7.2	6.4	1.2	3.0	5.3	1.5	2.9	4.0	1.7	1.2	3.0	2.9	0.6	5.2	4.3	1.2	11.2	3.7	1.9	8.7
Don't Know	0.9	0.6	1.4	0.9	1.1	0.0	0.7	1.5	0.4	0.7	1.0	0.0	0.9	0.0	1.9	1.7	1.0	3.3	1.0	1.3	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	456	211	245	609	854	39	179	445	168	260	195	65	243	150	93	182	134	48	169	130	39

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1087
Instrument change	0
Other	0
Total missing	1087

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or OIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
ISM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	Definitely
+	Probably
--	Definitely not

# YKSWAY -- KS5 SLOGAN: A GREAT WAY OF LIFE (Variable 405)

Responses	National			Officer Markets (HSM + CM)												Region IV		
	College			Region I			Region II			Region III			Region IV			Region V		
	Total	CI	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
AIR FORCE	33.9	35.3	32.3	40.4	37.6	32.8	39.9	38.4	34.5	38.8	41.1	33.6	35.0	42.9	27.0	43.0	40.9	47.7
ARMY	16.7	15.0	18.8	15.7	16.7	11.6	15.7	17.1	18.3	18.5	17.3	21.5	17.2	17.3	17.1	12.9	13.2	12.1
MARINE CORPS	3.7	2.8	4.7	2.9	3.5	6.1	5.2	4.0	0.7	2.2	2.7	1.2	4.5	0.5	8.5	5.0	5.4	4.2
NAVY	25.6	23.0	28.7	24.6	26.0	45.0	24.7	23.6	29.0	25.7	22.2	33.9	22.3	19.7	24.9	25.5	24.9	26.7
ALL IN SAME AD	7.2	9.5	4.4	6.0	5.5	1.4	6.6	4.7	6.8	5.2	5.9	3.5	6.8	8.0	5.5	4.2	6.1	0.0
Don't Know	12.8	14.4	11.0	10.4	10.6	3.0	7.9	12.1	10.8	9.5	10.9	6.2	14.1	11.5	16.7	9.4	9.5	9.2
Refused	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	456	211	245	609	854	39	179	445	168	260	195	65	243	150	93	182	134	48

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1087
Instrument change	0
Other	0
Total missing	1087

NATIONAL SAMPLES
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:
CI -- College Influencers: college juniors and seniors
CM -- College Market: freshmen and sophomores in 4-year colleges
HSM -- High School Market: college-oriented high school juniors and seniors

OFFICER MARKETS (HSM + CM)
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:
++ = Definitely
+ = Probably
-- = Definitely not
- = Probably not

YKSGOOD -- KS6 SLOGAN: LOOKING FOR A FEW GOOD MEN (Variable 406)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
AIR FORCE	4.6	6.4	2.4	3.9	3.4	0.7	4.8	3.4	2.3	3.3	0.0	4.5	3.7	5.3	3.0	3.4	2.1	4.2	5.7	0.0	
ARMY	8.9	11.0	6.4	9.1	8.2	8.4	8.3	7.2	11.2	9.0	9.8	7.2	5.5	7.6	3.5	8.6	8.3	9.4	9.6	10.1	7.9
MARINE CORPS	75.8	70.6	81.9	74.0	76.8	88.0	78.2	75.4	75.3	74.0	68.8	86.2	81.0	82.2	79.9	77.5	78.7	75.0	74.6	69.5	89.0
NAVY	2.3	2.6	2.0	4.7	3.7	0.0	2.6	5.0	2.9	4.7	6.2	1.5	1.6	1.6	1.6	3.6	3.0	4.9	5.1	6.9	0.0
ALL IN SAME AD	5.1	5.9	4.1	4.1	4.1	2.9	3.1	4.7	4.3	4.9	5.9	2.8	4.1	2.6	5.5	3.4	3.2	4.0	3.6	3.8	3.1
Don't Know	3.3	3.5	3.1	4.2	3.8	0.0	3.0	4.3	4.0	4.9	6.1	2.3	3.2	2.3	4.2	3.8	3.4	4.6	2.9	4.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	456	211	245	609	854	39	179	445	168	260	195	65	243	150	93	182	134	48	169	130	39

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1087
Instrument change	0
Other	0
Total missing	1087

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DFP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YKSSTART -- KS7 SLOGAN: IT'S A GREAT PLACE TO START (Variable 407)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	RTTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
AIR FORCE	7.4	7.3	7.6	8.9	8.4	37.3	4.7	6.0	10.9	10.0	13.6	1.6	7.5	8.3	6.7	9.7	6.7	16.3	5.6	4.7	8.3
ARMY	53.5	53.2	53.7	55.6	54.9	40.4	56.7	56.3	55.1	52.3	51.9	53.2	57.5	60.2	54.8	54.2	58.3	45.2	56.6	53.9	64.2
MARINE CORPS	1.5	2.2	0.6	2.3	1.7	2.0	3.3	0.9	2.0	1.3	1.5	0.7	1.3	1.4	1.2	3.4	4.9	0.0	1.0	1.3	0.0
NAVY	7.5	7.8	7.3	9.0	8.4	3.7	9.4	9.3	5.7	10.9	10.1	12.8	6.4	7.1	5.7	7.1	8.7	3.4	8.5	9.3	6.3
ALL IN SAME AD	19.5	17.3	22.1	17.4	19.0	11.3	17.3	20.1	20.2	18.2	15.9	23.4	20.3	17.8	22.9	16.8	15.6	19.4	21.3	21.3	21.3
Don't Know	10.6	12.3	8.8	6.9	7.5	5.3	8.6	7.4	6.2	7.4	6.9	8.4	7.0	5.3	8.7	8.8	5.7	15.6	7.0	9.4	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	456	211	245	609	854	39	179	445	168	260	195	65	243	150	93	182	134	48	169	130	39

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1087
Instrument change	0
Other	0
Total missing	1087

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or IHP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YKSAIM -- KS8 SLOGAN: AIM HIGH (Variable 408)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
AIR FORCE	89.1	87.4	91.1	92.7	92.1	94.5	93.0	93.1	89.9	93.4	92.4	95.8	94.0	93.8	94.2	89.1	91.1	84.5	91.2	93.7	83.9
ARMY	1.6	0.7	2.6	1.7	2.0	3.5	1.2	1.6	3.6	2.2	2.7	0.9	1.1	0.5	1.8	1.8	1.5	2.5	3.3	1.6	8.1
MARINE CORPS	3.2	4.3	1.9	1.4	1.6	0.0	0.9	1.4	2.7	0.8	1.1	0.0	1.3	1.9	0.6	2.9	2.0	5.0	1.5	0.5	4.4
NAVY	2.4	2.5	2.3	1.2	1.6	2.0	2.2	0.7	3.1	0.7	0.5	1.3	0.6	0.6	0.7	3.9	2.0	8.1	1.6	2.1	0.0
ALL IN SAME AD	0.5	0.2	0.8	0.6	0.7	0.0	1.1	0.5	0.8	0.0	0.0	0.0	1.7	1.4	2.1	0.9	1.3	0.0	0.0	0.0	0.0
Don't Know	3.3	5.0	1.3	2.4	2.0	0.0	1.6	2.6	0.0	2.9	3.3	2.1	1.2	1.8	0.7	1.4	2.1	0.0	2.4	2.0	3.6
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	456	211	245	609	854	39	179	445	168	260	195	65	243	150	93	182	134	48	169	130	39

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1087
Instrument change	0
Other	0
Total missing	1087

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or NRP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC.	
++ = Definitely	-- = Probably not
+	= Definitely
-	= Probably
--	= Definitely not



YKSNOTCO -- KS9 SLOGAN: NOT A COMPANY, YOUR COUNTRY (Variable 409)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
AIR FORCE	1.9	0.6	3.5	1.8	2.4	6.5	4.1	0.5	5.0	3.9	2.0	8.1	1.8	1.5	2.1	2.0	1.8	2.4	1.4	2.0	0.0
ARMY	18.4	15.8	21.4	25.6	24.1	15.7	24.0	26.4	19.9	22.7	22.1	24.2	21.9	24.1	19.7	27.4	31.3	18.8	25.3	25.8	24.1
MARINE CORPS	5.8	6.3	5.3	7.0	6.4	5.5	7.8	7.3	3.1	6.7	4.8	11.0	4.2	7.2	1.2	8.1	9.2	5.6	6.7	7.5	4.4
NAVY	5.9	7.1	4.5	9.1	7.5	22.8	6.5	6.8	6.6	8.9	12.0	1.7	5.6	6.4	4.8	7.8	9.3	4.4	7.5	7.0	8.7
ALL IN SAME AD	49.9	48.5	51.4	38.1	42.8	33.4	42.6	41.2	49.3	42.8	40.3	48.7	51.1	45.0	57.3	35.2	31.4	43.6	40.7	36.3	53.2
Don't Know	18.1	21.7	13.8	18.2	16.7	16.1	15.0	17.5	16.0	14.8	18.5	6.2	15.2	15.8	14.6	19.5	17.0	25.2	18.4	21.5	9.6
Refused	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.2	0.0	0.2	0.3	0.0	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	456	211	245	609	854	39	179	445	168	260	195	65	243	150	93	182	134	48	169	130	39

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1087
Instrument change	0
Other	0
Total missing	1087

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or OEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+	Probable
--	Definitely not

# YAWIDE -- PE1 WIDE VARIETY OF JOBS: ARMY (Variable 420)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	3.7	0.0	3.7	2.5	2.9	4.5	1.1	2.4	5.9	2.4	3.0	1.4	3.7	3.1	4.7	2.7	1.2	6.4	2.8	2.6	3.3
DISAGREE	13.7	0.0	13.7	8.3	10.1	5.4	6.8	9.4	16.6	10.3	7.9	14.6	10.3	10.3	10.3	9.6	6.0	18.7	10.1	9.4	11.8
NEITHER	40.3	0.0	40.3	25.4	30.4	3.8	19.5	33.6	39.3	33.2	26.1	46.3	26.6	22.3	33.2	25.9	23.9	31.0	36.2	29.4	51.9
AGREE	28.0	0.0	28.0	37.6	34.3	40.6	40.4	34.5	24.7	33.9	38.5	25.4	33.8	36.2	30.0	35.4	37.3	30.7	34.4	38.0	26.1
STRONGLY AGREE	14.3	0.0	14.3	26.2	22.2	45.6	32.2	19.9	13.5	20.1	24.4	12.4	25.3	27.5	21.8	26.4	31.7	13.2	16.5	20.6	6.9
Don't Know	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	331	0	331	1239	1570	82	340	811	295	446	353	93	454	341	113	345	281	64	325	264	61

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	582
Instrument change	0
Other	0
Total missing	582

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NIS, not in service or IIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	++ = Probably not
+	+
-	-
---	---

# YAPHYS -- PE1 PHYSICALLY CHALLENGING: ARMY (Variable 421)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	RUTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	2.2	0.0	2.2	1.6	1.8	2.2	0.6	1.4	4.1	1.8	2.4	0.7	2.0	1.9	2.1	1.9	1.1	3.9	1.3	0.5	3.1
DISAGREE	3.2	0.0	3.2	2.9	3.0	2.4	2.2	2.4	6.0	3.2	2.7	4.1	2.0	2.7	1.1	2.2	2.2	2.2	5.0	4.5	6.2
NEITHER	11.0	0.0	11.0	12.2	11.8	7.9	8.9	11.1	17.0	10.2	9.0	12.3	10.5	13.5	5.9	10.2	10.3	10.0	17.7	17.5	18.0
AGREE	34.1	0.0	37.6	32.3	34.1	33.9	33.2	35.8	29.9	34.2	31.4	39.4	33.3	31.5	36.0	33.5	32.1	36.9	35.6	34.7	37.6
STRONGLY AGREE	49.0	0.0	46.0	50.9	49.2	53.5	55.1	49.2	43.0	50.4	54.2	43.4	52.2	50.4	54.8	52.2	54.3	47.0	40.4	42.7	35.1
Don't Know	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	331	0	331	1239	1570	82	340	811	295	446	353	93	454	341	113	345	281	64	325	264	61

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	582
Instrument change	0
Other	0
Total missing	582

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NUS, not in service or OIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	Definitely
+	Probably
-	Probably not
--	Definitely not

# YAPOUD -- PE1 EXPERIENCE TO BE PROUD OF: ARMY (Variable 422)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	RTTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	1.9	0.0	1.9	1.7	1.8	0.0	0.9	1.7	3.5	1.5	2.4	0.0	2.7	2.6	2.9	1.8	0.5	5.2	0.9	1.3	0.0
DISAGREE	8.3	0.0	8.3	4.8	6.0	1.8	1.9	6.7	9.6	4.2	4.2	4.2	3.7	3.1	4.7	7.2	3.3	17.1	9.8	9.2	11.1
NEITHER	29.2	0.0	29.2	20.9	23.7	8.4	16.4	24.1	32.1	24.6	18.7	35.6	23.5	21.2	26.9	20.6	21.5	18.5	26.1	22.8	33.5
AGREE	32.7	0.0	32.7	36.1	35.0	32.8	38.1	36.4	29.5	38.5	39.0	37.7	33.8	37.0	28.9	33.0	34.0	30.5	33.5	33.8	32.8
STRONGLY AGREE	26.5	0.0	26.5	36.1	32.9	56.3	42.5	30.8	23.1	29.6	35.3	19.3	36.0	35.6	36.6	37.0	40.4	28.6	29.1	32.8	20.6
Don't Know	1.4	0.0	1.4	0.3	0.7	0.6	0.2	0.2	2.3	1.4	0.5	3.1	0.3	0.4	0.0	0.3	0.4	0.0	0.6	0.0	1.9
Total weighted percent	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	331	0	331	1239	1570	82	340	811	295	446	353	93	454	341	113	345	281	64	325	264	61

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	582
Instrument change	0
Other	0
Total missing	582

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YASTEP -- PE1 STEPPING STONE TO COLLEGE: ARMY (Variable 423)

Responses	National															Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV									
	Total	CI	CM			++	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM							
STRONGLY DISAGR	12.8	0.0	12.8	7.4	9.2	2.8	3.4	8.5	18.7	10.0	7.5	14.8	10.9	8.9	14.0	8.3	7.5	10.2	7.1	5.7	10.2						
DISAGREE	27.9	0.0	27.9	14.0	18.7	17.1	13.3	20.9	19.3	21.6	15.0	33.7	17.9	13.3	24.9	14.6	10.7	24.5	20.1	17.2	26.7						
NEITHER	34.1	0.0	34.1	34.6	34.5	21.0	34.3	36.4	33.7	34.3	33.8	35.1	32.4	36.9	25.6	33.6	31.6	38.6	38.3	37.1	41.1						
AGREE	12.3	0.0	12.3	24.1	20.1	24.3	27.4	17.5	18.9	18.9	26.1	5.7	18.7	22.9	12.3	22.5	24.7	17.0	20.9	22.0	18.5						
STRONGLY AGREE	12.9	0.0	12.9	19.7	17.4	39.8	21.6	16.5	9.4	14.9	17.1	10.8	20.0	17.8	23.3	21.0	25.5	9.8	13.6	18.1	3.5						
Don't Know	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.2	0.0	0.3	0.5	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
Total weighted percent	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0						
Total sample size	331	0	331	1239	1570	82	340	811	295	446	353	93	454	341	113	345	281	64	325	264	61						

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	582
Instrument change	0
Other	0
Total missing	582

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	Definitely
+	Probably
--	Probably not
---	Definitely not

# YALEADER -- PE1 DEVELOP LEADERSHIP SKILLS: ARMY (Variable 424)

Responses	National																	Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV										
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM								
STRONGLY DISAGR	1.9	0.0	1.9	1.5	1.7	0.0	1.0	1.5	3.5	1.7	2.7	0.0	1.5	1.3	1.8	1.7	0.3	5.2	1.8	1.7	1.9								
DISAGREE	7.6	0.0	7.6	3.7	5.0	1.0	2.2	4.6	10.2	4.9	4.8	5.0	3.4	2.4	4.9	3.5	2.5	5.9	8.8	4.8	18.0								
NEITHER	21.9	0.0	21.9	19.7	20.5	22.0	14.8	19.4	27.0	22.9	20.2	27.8	17.0	18.3	14.9	19.1	16.2	26.5	22.7	24.8	17.9								
AGREE	47.7	0.0	47.7	40.0	42.6	25.6	41.4	46.5	38.5	41.7	37.7	49.1	47.1	46.5	47.9	41.7	39.1	47.9	39.5	37.1	44.8								
STRONGLY AGREE	20.9	0.0	20.9	35.0	30.2	51.4	40.6	28.0	20.7	28.6	34.4	18.1	30.9	31.2	30.5	34.0	41.9	14.4	27.2	31.6	17.3								
Don't Know	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.1	0.2	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0								
Total weighted percent	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0								
Total sample size	331	0	331	1239	1570	82	340	811	295	446	353	93	454	341	113	345	281	64	325	264	61								

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	582
Instrument change	0
Other	0
Total missing	582

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YAHITECH -- PE1 USE HIGH-TECH EQUIPMENT: ARMY (Variable 425)

Responses	National			Officer Markets (HSM + CM)									
	College			Total Market	Region I			Region II			Region III		
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	3.1	0.0	3.1	0.5	1.4	1.8	1.1	0.6	2.1	0.7	0.7	0.7	2.0
DISAGREE	5.5	0.0	5.5	2.5	3.5	0.0	0.6	4.1	6.1	3.9	1.8	7.2	2.7
NEITHER	19.3	0.0	19.3	16.4	17.4	5.7	16.1	17.1	21.1	19.4	18.1	21.9	15.9
AGREE	39.9	0.0	39.9	36.7	37.8	39.9	35.1	40.6	33.9	39.7	37.1	44.5	36.8
STRONGLY AGREE	31.8	0.0	31.8	43.8	39.8	52.6	47.1	37.6	34.6	35.7	40.8	26.4	42.6
Don't Know	0.4	0.0	0.4	0.1	0.2	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0
Total weighted percent	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	331	0	331	1239	1570	82	340	811	295	446	353	93	454

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	582
Instrument change	0
Other	0
Total missing	582

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	--- = Probably not
++ = Definitely	--- = Definitely not

# YACIVCAR -- PEI CIVILIAN CAREER DEVELOP: ARMY (Variable 426)

Responses	National			Officer Markets (HSM + CM)									
	College			Total Market	Region I			Region II			Region III		
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	4.8	0.0	4.8	2.9	3.6	0.0	3.2	3.0	6.8	0.0	3.2	3.0	6.8
DISAGREE	15.6	0.0	15.6	7.6	10.3	4.4	6.2	10.0	17.0	10.2	7.8	14.7	10.4
NEITHER	39.4	0.0	39.4	31.8	34.3	9.6	24.5	38.8	37.2	35.9	33.6	40.1	32.7
AGREE	27.2	0.0	27.2	37.0	33.7	35.0	39.4	33.8	27.7	31.1	32.9	27.8	30.7
STRONGLY AGREE	12.0	0.0	12.0	20.6	17.7	51.0	26.7	14.5	9.7	17.8	22.2	9.8	22.4
Don't Know	1.0	0.0	1.0	0.1	0.4	0.0	0.0	0.0	1.7	1.2	0.2	3.1	0.0
Total weighted percent	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	331	0	331	1239	1570	82	340	811	295	446	353	93	454

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	582
Instrument change	0
Other	0
Total missing	582

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or NIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
(Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course (Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not



# YASELCON -- PE1 DEVELOP SELF-CONFIDENCE: ARMY (Variable 427)

Responses	National			Officer Markets (HSM + CM)											
	College			Total			Region I			Region II			Region III		
	Total	CI	CM	HSM	Total	Market	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	3.5	0.0	3.5	1.5	2.1	0.0	0.3	1.7	5.5	2.7	1.9	4.0	2.0	2.1	1.8
DISAGREE	5.3	0.0	5.3	4.6	4.8	1.1	3.0	5.2	6.8	4.5	5.3	3.2	3.6	4.5	2.2
NEITHER	23.7	0.0	23.7	20.4	21.6	5.2	19.0	22.0	25.5	20.5	18.7	23.6	18.3	18.2	18.5
AGREE	42.8	0.0	42.8	38.0	39.6	26.0	35.8	43.2	38.7	40.2	35.5	48.8	42.1	40.9	43.9
STRONGLY AGREE	24.7	0.0	24.7	35.5	31.8	67.7	41.8	27.9	23.4	32.1	38.5	20.4	33.8	34.0	33.5
Don't Know	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.2	0.0
Total weighted percent	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	331	0	331	1239	1570	82	340	811	295	446	353	93	454	341	113

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	582
Instrument change	0
Other	0
Total missing	582

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	--- = Definitely not

# YAPOTEN -- PE1 DEVELOP YOUR POTENTIAL: ARMY (Variable 428)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Region I			Region II			Region III			Region IV							
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM					
STRONGLY DISAGR	3.1	0.0	3.1	1.5	2.0	0.7	0.3	1.5	5.5	2.0	2.1	1.7	1.6	1.9	1.2	3.3	1.0	8.9	1.3	1.0	1.9
DISAGREE	8.1	0.0	8.1	5.0	6.0	2.3	3.3	6.4	9.0	6.5	7.0	5.5	4.3	2.1	7.7	6.9	4.0	14.3	6.4	6.4	6.4
NEITHER	30.1	0.0	30.1	20.8	24.0	8.5	15.4	25.9	30.6	27.6	20.2	41.2	24.0	23.4	25.0	18.7	18.7	18.6	24.6	21.5	31.8
AGREE	40.0	0.0	40.0	40.4	40.3	35.5	41.4	41.5	35.1	38.9	41.2	34.9	43.4	43.3	43.7	38.6	36.5	43.8	40.4	41.0	39.1
STRONGLY AGREE	18.7	0.0	18.7	32.2	27.7	53.1	39.5	24.5	19.9	25.0	29.5	16.7	26.5	29.2	22.4	32.6	39.9	14.4	27.3	30.1	20.8
Don't Know	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	331	0	331	1239	1570	82	340	811	295	446	353	93	454	341	113	345	281	64	325	264	61

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	582
Instrument change	0
Other	0
Total missing	582

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YAMENTAL -- PE1 MENTALLY CHALLENGING: ARMY (Variable 429)

Responses	National			Officer Markets (HSM + CM)											
	College			Total			Region I			Region II			Region III		
	Total	CM	HSM	Total	CM	HSM	Total	CM	HSM	Total	CM	HSM	Total	CM	HSM
STRONGLY DISAGR	5.5	0.0	5.5	3.1	1.9	1.9	4.3	3.1	6.7	4.0	2.7	6.0	3.0	1.0	7.9
DISAGREE	9.5	0.0	9.5	8.0	7.2	7.2	6.7	7.3	5.6	6.7	7.1	6.1	8.3	5.0	16.7
NEITHER	30.0	0.0	30.0	26.4	24.6	24.6	29.0	23.0	40.1	24.2	24.2	24.1	23.5	23.1	24.3
AGREE	29.4	0.0	29.4	32.7	34.4	34.4	35.5	36.7	32.8	35.0	37.1	31.9	31.2	34.1	23.9
STRONGLY AGREE	25.2	0.0	25.2	29.7	32.0	32.0	48.8	37.3	28.1	30.1	29.0	31.8	34.1	36.8	27.2
Don't Know	0.4	0.0	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	331	0	331	1570	1239	1239	446	353	93	454	341	113	345	281	64

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	582
Instrument change	0
Other	0
Total missing	582

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or ODP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
C) -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably
+ = Probably	-- = Definitely not

# YAMATURE -- PEI MATURE AND RESPONSIBLE: ARMY (Variable 430)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	Region I			Region II			Region III			Region IV							
	Total	CI	CM		HSM	RTTC Course Propensity		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM					
						++	+										-	--			
STRONGLY DISAGR	1.7	0.0	1.7	1.5	1.6	1.7	1.5	2.5	1.8	2.8	0.0	1.4	1.6	1.2	2.1	0.3	6.5	0.9	1.3	0.0	
DISAGREE	6.7	0.0	6.7	4.4	5.2	2.7	2.9	4.8	9.1	5.8	5.3	6.7	3.3	2.5	4.4	4.6	3.6	7.3	7.2	6.0	9.8
NEITHER	20.1	0.0	20.1	15.2	16.9	3.5	12.6	16.9	24.7	18.4	15.4	23.9	14.9	15.5	13.9	14.0	12.1	18.7	20.6	18.6	25.3
AGREE	38.9	0.0	38.9	35.8	36.9	20.6	34.7	40.9	31.6	37.5	32.8	46.0	38.6	40.4	36.0	36.9	36.2	38.8	33.8	34.8	31.5
STRONGLY AGREE	32.2	0.0	32.2	42.9	39.3	71.5	49.0	35.7	31.5	36.4	43.4	23.4	41.8	40.1	44.4	42.4	47.9	28.7	36.9	39.3	31.4
Don't Know	0.4	0.0	0.4	0.1	0.2	0.0	0.0	0.1	0.6	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	1.9
Total weighted percent	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	331	0	331	1239	1570	82	340	811	295	446	353	93	454	341	113	345	281	64	325	264	61

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	582
Instrument change	0
Other	0
Total missing	582

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC, administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YATRAN -- PE1 TRAINING IN USEFUL SKILLS: ARMY (Variable 431)

Responses	National					Officer Markets (HSM + CM)															
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	2.8	0.0	2.8	1.7	2.1	0.0	0.9	1.6	4.7	1.2	1.8	0.0	2.4	2.5	2.3	3.0	0.9	8.4	1.8	1.6	2.4
DISAGREE	9.9	0.0	9.9	3.5	5.7	0.0	2.2	6.7	7.9	6.9	3.1	13.8	4.5	3.5	6.1	5.8	3.0	12.6	5.3	4.7	6.5
NEITHER	24.2	0.0	24.2	18.2	20.2	9.4	15.9	19.4	28.8	19.5	18.7	21.1	20.7	18.3	24.4	17.3	15.2	22.6	24.1	21.0	31.2
AGREE	43.0	0.0	43.0	40.8	41.5	38.2	37.9	45.7	34.9	46.5	43.4	52.4	37.3	39.4	34.2	40.5	40.8	39.8	40.5	38.7	44.5
STRONGLY AGREE	19.8	0.0	19.8	35.7	30.4	52.4	43.1	26.5	23.4	25.9	33.0	12.8	34.6	36.0	32.4	33.4	40.1	16.7	28.3	34.0	15.4
Don't Know	0.2	0.0	0.2	0.1	0.1	0.0	0.0	0.1	0.3	0.0	0.0	0.0	0.4	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	331	0	331	1239	1570	82	340	811	295	446	353	93	454	341	113	345	281	64	325	264	61

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	582
Instrument change	0
Other	0
Total missing	582

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably
+	- = Definitely not

# YAHIAQUAL -- PE1 HIGHLY TRAINED COWORKERS: ARMY (Variable 432)

Responses	National			Officer Markets (HSM + CM)													
	College			Total Market	Region I			Region II			Region III			Region IV			
	Total	CI	CM		HSM	RTC Course Propensity		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
						++	+										-
STRONGLY DISAGR	1.8	0.0	1.8	1.6	2.4	1.0	1.6	0.0	2.6	2.6	2.5	2.1	0.9	5.0	0.8	1.2	0.0
DISAGREE	9.7	0.0	9.7	4.2	3.6	3.7	5.4	10.9	4.9	1.5	10.1	5.2	2.3	2.5	6.2	5.3	8.3
NEITHER	25.5	0.0	25.5	18.2	5.5	16.3	21.0	27.4	19.5	21.1	17.1	15.0	10.9	25.2	27.7	26.3	30.9
AGREE	38.6	0.0	38.6	38.6	36.5	41.8	39.8	31.1	36.2	37.8	33.8	41.6	44.0	35.6	37.1	37.2	36.9
STRONGLY AGREE	24.5	0.0	24.5	37.3	52.0	37.2	32.1	28.2	36.7	36.9	36.5	36.1	41.8	21.6	28.2	30.0	23.9
Don't Know	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	331	0	331	1239	82	340	811	295	446	353	93	454	341	113	345	281	64

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	582
Instrument change	0
Other	0
Total missing	582

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ -- Definitely	-- = Probably not
+ -- Probably	-- = Definitely not

YACASHED -- PE1 GET MONEY FOR EDUCATION: ARMY (Variable 433)

Responses	National			Officer Markets (HSM + CM)									
	College			Total		Region I		Region II		Region III		Region IV	
	Total	CI	CM	Total Market	HSM	Total	HSM	Total	HSM	Total	HSM	Total	HSM
STRONGLY DISAGR	1.4	0.0	1.4	1.3	1.3	0.8	1.2	0.0	1.3	0.8	2.1	2.3	1.8
DISAGREE	7.7	0.0	7.7	4.3	2.6	4.4	2.6	7.7	5.5	3.2	9.1	2.5	1.1
NEITHER	19.7	0.0	19.7	17.9	16.9	17.8	13.2	26.3	13.4	13.8	12.8	16.7	18.4
AGREE	38.5	0.0	38.5	36.3	35.2	36.7	36.0	38.0	36.5	38.0	34.2	35.5	30.8
STRONGLY AGREE	32.8	0.0	32.8	40.1	43.8	40.3	47.0	28.0	42.7	43.4	41.7	42.9	48.0
Don't know	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.5	0.8	0.0	0.0	0.0
Total weighted percent	100.0	0.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	331	0	331	1570	1239	446	353	93	454	341	113	345	281

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	582
Instrument change	0
Other	0
Total missing	582

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NIS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix I) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YHEARDAR -- PE1A Y EVER HEARD OF ARMY RESERVE (Variable 434)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	RUTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	H. M	CM	
YES	90.0	86.7	95.7	93.0	94.4	95.1	93.1	95.0	96.6	97.0	96.0	93.0	93.0	93.0	91.4	89.3	96.1	93.3	91.4	97.4	
NO	9.0	11.7	4.3	7.0	6.1	5.6	4.9	6.8	5.0	3.4	3.0	4.0	7.0	7.0	7.0	8.5	10.5	3.9	6.7	8.6	2.6
Don't Know	1.0	1.6	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	645	324	321	960	1281	66	281	641	255	381	281	100	371	268	103	264	204	60	265	207	58

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	547
Instrument change	0
Other	0
Total missing	547

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix U) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not



YVWIDE -- PE4 WIDE VARIETY OF JOBS: RESERVE (Variable 435)

Responses	National			Officer Markets (HSM + CM)									
	College			Total Market	Region I			Region II			Region III		
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	3.5	2.7	4.6	2.9	3.5	0.0	0.0	2.3	11.5	--	6.7	5.4	8.8
DISAGREE	15.5	16.2	14.3	7.2	9.7	5.2	5.7	9.7	15.6	6.2	7.4	4.2	15.2
NEITHER	42.4	40.1	45.9	29.6	35.3	15.8	38.9	39.4	28.2	38.1	27.9	54.9	31.1
AGREE	23.5	24.9	21.3	37.4	31.8	25.4	41.9	32.3	19.5	33.0	39.4	22.5	29.9
STRONGLY AGREE	5.9	5.6	6.4	16.2	12.8	46.0	12.2	11.2	9.5	13.5	16.4	8.8	12.5
NOT APPLICABLE (SKIPPED OUT)	9.3	10.5	7.4	5.6	6.2	2.3	1.4	4.8	14.6	1.5	2.0	0.8	9.3
Don't know	0.0	0.0	0.0	1.0	0.7	5.2	0.0	0.3	1.0	1.0	1.6	0.0	0.7
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	92	52	40	308	348	26	75	167	70	98	85	13	97

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1752
Instrument change	0
Other	0
Total missing	1752

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are MPS, not in service or DTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YVPROUD -- PE4 EXPERIENCE TO BE PROUD OF: RESERVE (Variable 436)

Responses	National			Officer Markets (HSM + CM)									
	College			Total Market		RPTC Course Propensity		Region I		Region II		Region III	
	Total	CI	CM										
STRONGLY DISAGR	0.7	1.2	0.0	1.5	1.0	0.0	0.3	2.9	1.3	2.0	0.0	1.8	2.3
DISAGREE	7.9	7.6	8.4	5.9	6.8	1.2	2.7	11.6	3.1	5.0	0.0	2.5	3.2
NEITHER	26.9	27.6	25.9	24.1	24.7	10.8	11.3	32.0	22.2	21.9	22.8	29.2	24.1
AGREE	32.4	36.2	26.6	36.9	33.3	32.2	38.4	33.8	36.7	36.9	36.4	28.7	31.2
STRONGLY AGREE	22.1	16.9	29.9	25.2	26.9	48.1	45.1	21.3	34.6	31.3	40.0	28.0	30.7
NOT APPLICABLE (SKIPPED OUT)	9.3	10.5	7.4	5.6	6.2	2.3	1.4	4.8	1.5	2.0	0.8	9.3	7.6
Don't Know	0.7	0.0	1.7	0.8	1.1	5.3	0.0	0.0	0.6	0.9	0.0	0.7	0.9
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	92	52	40	308	348	26	75	167	98	85	13	97	89
												64	58
												6	8
												89	76
												13	13

MISSING DATA SUMMARY (U weighted count)	
Randomization/rotation	1752
Instrument change	0
Other	0
Total missing	1752

**NATIONAL SAMPLES**  
 16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:  
 CI -- College Influencers: college juniors and seniors  
 CM -- College Market: freshmen and sophomores in 4-year colleges  
 HSM -- High School Market: college-oriented high school juniors and seniors

**OFFICER MARKETS (HSM + CM)**  
 Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:  
 + = Definitely -- = Probably  
 + = Definitely not -- = Definitely not

# YVLEADER -- PE4 DEVELOP LEADERSHIP SKILLS: RESERVE (Variable 437)

Responses	National										Officer Markets (HSM + CM)																	
	College			HSM	Total Market	ROTC Course Propensity					Region I			Region II			Region III			Region IV								
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM							
STRONGLY DISAGR	1.1	1.9	0.0	0.9	0.6	2.7	1.0	0.0	0.8	0.6	0.9	0.0	0.8	1.0	0.0	1.1	1.6	0.0	0.0	0.0	0.0	0.0						
DISAGREE	10.0	14.8	2.6	5.4	4.4	0.0	1.9	4.2	8.3	4.2	6.7	0.0	1.4	1.9	0.0	4.8	7.0	0.0	6.8	6.1	7.7							
NEITHER	24.1	20.2	30.1	23.0	25.5	8.5	20.1	33.7	18.9	18.2	15.5	22.8	21.2	21.4	20.7	29.9	27.8	34.4	33.3	29.3	38.8							
AGREE	34.9	38.6	29.3	42.8	38.1	38.0	37.6	38.8	34.6	38.9	45.0	29.0	47.6	46.2	51.9	32.6	40.3	16.0	34.0	38.9	27.4							
STRONGLY AGREE	19.9	14.0	28.9	21.6	24.3	45.9	38.1	18.5	18.7	36.6	30.0	47.5	19.0	20.9	13.0	23.3	11.2	49.6	15.6	22.7	5.9							
NOT APPLICABLE (SKIPPED OUT)	9.3	10.5	7.4	5.6	6.2	2.3	1.4	4.8	14.6	1.5	2.0	0.8	9.3	7.6	14.4	8.3	12.2	0.0	7.3	1.7	15.0							
Don't Know	0.7	0.0	1.7	0.6	1.0	2.5	0.0	0.0	3.9	0.0	0.0	0.0	0.7	0.9	0.0	0.0	0.0	0.0	3.0	1.4	5.2							
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0							
Total sample size	92	52	40	308	348	26	75	167	70	98	85	13	97	89	8	64	58	6	89	76	13							

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	1752
Instrument change	0
Other	0
Total missing	1752

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NYS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment at a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YVCIVCAR -- PE4 CIVILIAN CAREER DEVELOP: RESERVE (Variable 438)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
STRONGLY DISAGR	4.0	2.7	5.9	2.3	3.6	0.0	0.0	1.4	13.9	5.4	3.4	8.8	2.1	2.7	0.0	7.1	3.0	16.0	0.0	0.0	0.0
DISAGREE	10.2	12.3	7.1	7.6	7.4	0.0	6.4	7.4	10.4	6.3	7.6	4.2	7.9	6.9	11.1	5.0	7.2	0.0	10.1	8.5	12.3
NEITHER	47.1	49.4	43.6	31.9	36.0	17.7	21.3	49.6	27.1	29.5	30.8	27.3	42.0	33.9	67.9	35.4	31.7	43.7	38.7	31.4	48.7
AGREE	20.5	24.0	15.3	35.2	28.3	41.6	35.9	26.4	20.0	27.7	32.2	20.2	23.1	28.3	6.5	31.1	35.8	20.8	30.8	45.4	11.2
STRONGLY AGREE	8.2	1.1	18.9	16.5	17.3	33.1	35.0	10.1	10.1	28.6	22.5	38.7	15.0	19.7	0.0	13.1	10.1	19.5	10.0	11.8	7.6
NOT APPLICABLE (SKIPPED OUT)	9.3	10.5	7.4	5.6	6.2	2.3	1.4	4.8	14.6	1.5	2.0	0.8	9.3	7.6	14.4	8.3	12.2	0.0	7.3	1.7	15.0
Don't Know	0.7	0.0	1.7	1.0	1.3	5.3	0.0	0.3	3.9	1.0	1.6	0.0	0.7	0.9	0.0	0.0	0.0	0.0	3.0	1.4	5.2
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	92	52	40	308	348	26	75	167	70	98	85	13	97	89	8	64	58	6	89	76	13

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1752
Instrument change	0
Other	0
Total missing	1752

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YVSELCON -- PE4 DEVELOP SELF-CONFIDENCE: RESERVE (Variable 439)

Responses	National			Officer Markets (HSM + CM)																		
	College			Total Market	HSM			HUTC Course Propensity			Region I			Region II			Region III			Region IV		
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
STRONGLY DISAGR	1.3	1.2	1.4	1.1	1.2	0.0	1.1	1.0	2.3	3.0	2.3	4.2	1.4	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
DISAGREE	5.9	5.8	5.9	5.3	5.5	8.6	2.9	6.7	5.5	2.9	4.7	0.0	8.4	7.5	11.1	9.4	3.4	22.6	3.1	5.4	0.0	
NEITHER	26.1	22.5	31.5	26.4	28.2	7.0	29.4	29.9	28.3	28.1	20.8	40.2	28.4	20.4	53.9	26.4	31.2	16.0	29.6	35.1	22.0	
AGREE	41.4	43.7	37.9	35.4	36.3	25.1	38.0	39.3	30.0	37.6	37.2	38.4	30.2	35.2	14.0	28.3	31.7	20.8	45.8	36.9	57.8	
STRONGLY AGREE	15.4	16.2	14.1	25.6	21.6	54.1	27.2	18.3	15.3	26.3	32.3	16.4	22.4	27.3	6.5	27.6	21.6	40.6	11.2	19.5	0.0	
NOT APPLICABLE (SKIPPED OUT)	9.3	10.5	7.4	5.6	6.2	2.3	1.4	4.8	14.6	1.5	2.0	0.8	9.3	7.6	14.4	8.3	12.2	0.0	7.3	1.7	15.0	
Don't Know	0.7	0.0	1.7	0.6	1.0	2.8	0.0	0.0	3.9	0.6	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	1.4	5.2	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	92	52	40	308	348	26	75	167	70	98	85	13	97	89	8	64	58	6	89	76	13	

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	1752
Instrument change	0
Other	0
Total missing	1752

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	++ = Probably not
+ = Probably	-- = Definitely not

YVPOTEN -- PE4 DEVELOP YOUR POTENTIAL: RESERVE (Variable 440)

Responses	National			Officer Markets (HSM + CM)											
	College			Total Market			RUTC Course Propensity			Region I			Region II		
	Total	CI	CM	HSM	Total	Market	++	+	--	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	2.8	2.7	2.9	1.1	1.7	1.7	2.7	0.0	0.8	5.6	3.9	0.9	8.8	0.8	1.0
DISAGREE	8.2	8.2	8.2	6.3	6.9	6.9	5.9	3.9	6.4	12.7	4.2	6.8	0.0	7.6	4.2
NEITHER	24.4	19.3	32.2	27.8	29.3	29.3	3.4	20.2	41.1	19.9	26.9	26.8	27.1	24.2	25.3
AGREE	45.0	55.9	28.3	30.2	29.5	29.5	27.7	35.4	29.9	20.7	29.2	31.9	24.6	35.6	34.2
STRONGLY AGREE	9.6	3.3	19.3	28.0	25.0	25.0	50.3	39.2	17.0	22.5	33.7	30.7	38.7	21.3	26.0
NOT APPLICABLE (SKIPPED OUT)	9.3	10.5	7.4	5.6	6.2	6.2	2.3	1.4	4.8	14.6	1.5	2.0	0.8	9.3	7.6
Don't Know	0.7	0.0	1.7	1.0	1.3	1.3	7.7	0.0	0.0	3.9	0.6	0.9	0.0	1.3	1.8
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	92	52	40	308	348	348	26	75	167	70	98	85	13	97	89

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1752
Instrument change	0
Other	0
Total missing	1752

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college RUTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
(Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by RUTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	= Definitely
-	= Definitely not

# YVMENTAL -- PE4 MENTALLY CHALLENGING: RESERVE (Variable 441)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	3.8	2.4	5.9	2.1	3.4	0.0	0.0	0.8	14.7	5.2	3.0	8.8	2.8	3.7	0.0	6.0	1.4	16.0	0.0	0.0	0.0
DISAGREE	7.8	10.2	4.1	8.9	7.3	1.2	4.2	6.7	13.5	6.1	9.8	0.0	2.9	3.8	0.0	4.9	7.1	0.0	13.8	14.9	12.3
NEITHER	48.3	55.5	37.4	31.0	33.2	25.1	23.3	43.7	24.2	23.2	27.5	16.1	38.0	29.2	66.1	43.8	38.4	55.4	32.3	30.1	35.2
AGREE	15.4	12.1	20.5	31.4	27.6	28.3	34.0	30.5	12.1	32.0	29.7	35.6	21.4	28.1	0.0	21.1	30.8	0.0	32.7	37.3	26.5
STRONGLY AGREE	14.7	9.3	22.9	20.0	21.0	35.4	37.2	13.5	16.9	31.5	27.1	38.7	24.3	25.8	19.5	15.9	10.1	28.6	10.9	14.6	5.9
NOT APPLICABLE (SKIPPED OUT)	9.3	10.5	7.4	5.6	6.2	2.3	1.4	4.8	14.6	1.5	2.0	0.8	9.3	7.6	14.4	8.3	12.2	0.0	7.3	1.7	15.0
Don't Know	0.7	0.0	1.7	1.0	1.3	7.7	0.0	0.0	3.9	0.6	0.9	0.0	1.1	1.8	0.0	0.0	0.0	0.0	3.0	1.4	5.2
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	92	52	40	308	348	26	75	167	70	98	85	13	97	89	8	64	58	6	89	76	13

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1752
Instrument change	0
Other	0
Total missing	1752

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or OIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YVMATURE -- PE4 MATURE AND RESPONSIBLE: RESERVE (Variable 442)

Responses	National										Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
STRONGLY DISAGR	0.4	0.6	0.0	0.9	0.6	0.0	0.9	0.8	0.6	0.9	0.0	0.0	0.0	0.0	0.0	2.0	3.0	0.0	0.0	0.0	0.0	
DISAGREE	1.6	2.7	0.0	3.8	2.5	0.4	2.6	4.7	0.9	1.4	0.0	2.8	3.6	0.0	1.5	2.1	0.0	4.7	8.2	0.0	0.0	
NEITHER	29.5	36.7	18.6	22.3	21.0	20.4	10.9	27.5	18.2	17.3	24.0	6.2	17.7	20.9	7.3	26.9	23.4	34.4	23.2	20.7	26.6	
AGREE	39.6	39.3	39.9	38.9	39.3	21.4	33.4	41.9	42.4	41.7	39.7	45.2	42.9	38.0	58.8	36.5	46.0	16.0	35.7	32.5	40.1	
STRONGLY AGREE	19.0	10.2	32.4	27.7	29.3	48.4	54.0	22.3	15.3	37.4	31.1	47.9	26.7	29.0	19.5	24.8	13.3	49.6	26.0	35.6	13.1	
NOT APPLICABLE (SKIPPED OUT)	9.3	10.5	7.4	5.6	6.2	2.3	1.4	4.8	14.6	1.5	2.0	0.8	9.3	7.6	14.4	8.3	12.2	0.0	7.3	1.7	15.0	
Don't Know	0.7	0.0	1.7	0.8	1.1	5.3	0.0	0.0	3.9	0.6	0.9	0.0	0.7	0.9	0.0	0.0	0.0	0.0	3.0	1.4	5.2	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	92	52	40	308	348	26	75	167	70	98	85	13	97	89	8	64	58	6	89	76	13	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1752
Instrument change	0
Other	0
Total missing	1752

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	= Probably
--	= Definitely not



YVTRAIN -- PE4 TRAINING IN USEFUL SKILLS: RESERVE (Variable 443)

Responses	National			Officer Markets (HSM + CM)																			
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV						
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM		
STRONGLY DISAGR	3.0	3.9	1.6	1.6	1.6	0.0	0.0	2.0	1.9	2.6	4.2	0.0	3.7	1.4	11.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DISAGREE	6.1	4.4	8.5	3.9	5.5	0.0	1.7	8.0	6.4	6.6	2.7	13.0	2.7	3.6	0.0	11.1	5.8	22.6	2.2	3.9	0.0	0.0	
NEITHER	23.5	25.4	20.7	26.2	24.3	21.1	17.4	25.8	31.4	22.6	29.4	11.4	28.9	20.8	54.9	20.7	22.9	16.0	25.3	31.2	17.4	0.0	
AGREE	34.2	33.4	35.5	36.9	36.4	13.9	31.2	47.6	20.6	32.2	38.1	22.6	30.9	34.5	19.5	33.8	34.3	32.8	47.4	40.6	56.5	0.0	
STRONGLY AGREE	23.2	22.4	24.5	25.3	25.0	60.1	48.3	11.8	21.2	34.4	23.7	52.2	23.8	31.2	0.0	26.0	24.9	28.6	14.7	21.2	5.9	0.0	
NOT APPLICABLE (SKIPPED OUT)	9.3	10.5	7.4	5.6	6.2	2.3	1.4	4.8	14.6	1.5	2.0	0.8	9.3	7.6	14.4	8.3	12.2	0.0	7.3	1.7	15.0	0.0	
Don't Know	0.7	0.0	1.7	0.6	1.0	2.5	0.0	0.0	3.9	0.0	0.0	0.0	0.7	0.9	0.0	0.0	0.0	0.0	3.0	1.4	5.2	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	92	52	40	308	348	26	75	167	70	98	85	13	97	89	8	64	58	6	89	76	13	0	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1752
Instrument change	0
Other	0
Total missing	1752

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Definitely not
+ = Probably	- = Probably not

# YVHIQUAL -- PE4 HIGHLY TRAINED COWORKERS: RESERVE (Variable 444)

Responses	National			Officer Markets (HSM + CM)											
	College			Total			Region I			Region II			Region III		
	Total	CI	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	1.2	2.0	0.0	1.7	1.1	0.6	0.9	0.0	1.0	1.4	0.0	1.3	1.9	0.0	1.7
DISAGREE	13.1	15.9	8.9	6.3	7.2	0.0	2.9	8.8	9.1	7.7	12.4	0.0	16.9	6.9	38.6
NEITHER	26.8	26.6	27.2	23.6	24.8	11.6	18.7	28.6	27.9	20.2	15.1	21.7	13.8	20.1	0.0
AGREE	29.4	30.5	27.6	35.8	33.0	41.2	27.9	41.0	19.4	33.2	39.6	22.6	33.8	34.2	32.8
STRONGLY AGREE	19.5	14.5	27.2	26.3	26.6	40.0	47.9	16.4	21.9	36.7	30.0	47.9	25.9	24.7	28.6
NOT APPLICABLE (SKIPPED OUT)	9.3	10.5	7.4	5.6	6.2	2.3	1.4	4.8	14.6	1.5	2.0	0.8	8.3	12.2	0.0
Don't Know	0.7	0.0	1.7	0.8	1.1	4.9	0.0	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	92	52	40	308	348	26	75	167	70	98	85	13	64	58	6

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	1752
Instrument change	0
Other	0
Total missing	1752

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI	-- College Influencers: college juniors and seniors
CM	-- College Market: freshmen and sophomores in 4-year colleges
HSM	-- High School Market: college-oriented high school juniors and seniors

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	= Definitely
+	= Probably
--	= Definitely not

# YVCASHED -- PE4 GET MONEY FOR EDUCATION: RESERVE (Variable 445)

Responses	National			Officer Markets (HSM + CM)											
	College			Region I			Region II			Region III			Region IV		
	Total	CI	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	1.8	1.8	1.6	2.0	2.0	1.6	1.9	3.1	0.0	3.3	0.9	11.1	2.9	4.3	0.0
DISAGREE	2.4	2.7	1.9	4.1	3.3	5.9	1.7	2.4	7.0	7.2	5.4	13.0	2.4	3.4	0.0
NEITHER	13.7	11.3	17.3	22.3	20.6	8.8	9.3	31.2	11.7	18.1	22.1	11.4	26.9	28.8	22.6
AGREE	51.5	56.0	44.6	34.5	38.0	16.2	50.7	33.2	41.7	36.3	37.7	34.0	30.0	21.4	48.8
STRONGLY AGREE	19.6	17.7	22.5	30.4	27.7	54.7	31.6	26.1	19.4	35.3	29.6	44.9	29.5	29.9	28.6
NOT APPLICABLE (SKIPPED OUT)	9.3	10.5	7.4	5.6	6.2	2.3	1.4	4.8	14.6	1.5	2.0	0.8	8.3	12.2	0.0
Don't Know	1.8	0.0	4.7	1.0	2.3	5.3	4.4	0.3	3.9	4.4	1.6	9.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	92	52	40	308	348	26	75	167	70	98	85	13	64	58	6

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1752
Instrument change	0
Other	0
Total missing	1752

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	++ = Probably
+ = Probably	-- = Definitely not

# YVHOME -- PE4 SERVE AMERICA IN HOMETOWN: RESERVE (Variable 446)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
STRONGLY DISAGR	3.0	2.1	4.3	3.7	3.9	9.3	1.6	4.2	4.8	1.5	2.5	0.0	4.3	5.6	0.0	10.3	4.7	22.6	1.4	2.4	0.0
DISAGREE	7.7	4.1	13.2	4.3	7.4	0.0	10.0	7.1	8.0	2.2	0.9	4.2	5.1	2.3	14.0	17.7	10.7	32.8	6.9	4.3	10.5
NEITHER	27.6	30.6	23.0	24.6	24.1	7.2	24.9	26.4	22.8	27.5	26.2	29.7	23.4	24.6	19.5	12.7	18.6	0.0	29.5	28.2	31.2
AGREE	25.2	27.0	22.5	28.9	26.7	20.2	25.6	26.5	30.3	24.3	24.2	24.3	26.3	28.8	18.4	25.2	29.4	16.0	30.7	33.9	26.3
STRONGLY AGREE	26.5	25.7	27.8	32.4	30.8	58.2	36.5	31.0	15.5	42.5	43.3	41.0	31.7	31.0	33.7	25.7	24.4	28.6	21.3	28.2	11.9
NOT APPLICABLE (SKIPPED OUT)	9.3	10.5	7.4	5.6	6.2	2.3	1.4	4.8	14.6	1.5	2.0	0.8	9.3	7.6	14.4	8.3	12.2	0.0	7.3	1.7	15.0
Don't Know	0.7	0.0	1.7	0.6	1.0	2.8	0.0	0.0	3.9	0.6	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	1.4	5.2
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	92	52	40	308	348	26	75	167	70	98	85	13	97	89	8	64	58	6	89	76	13

MISSING DATA SUMMARY (Unweighted count)		
Randomization/rotation	1752	
Instrument change	0	
Other	0	
Total missing	1752	

NATIONAL SAMPLES		
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:		
C) -- College Influence: college Juniors and seniors		
CM -- College Market: freshmen and sophomores in 4-year colleges		
HSM -- High School Market: college-oriented high school Juniors and seniors		

OFFICER MARKETS (HSM + CM)		
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix U) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:		
++	= Definitely	
+	= Probably	
--	= Definitely not	

YWEEKEN -- PE4 INTERESTING WEEKENDS: RESERVE (Variable 448)

Responses	National				Officer Markets (HSM + CM)																	
	College			HSM	Total Market	ROTC Course Propensity				Region I		Region II		Region III		Region IV						
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM				
STRONGLY DISAGR	11.9	11.5	12.6	6.3	8.4	3.6	1.0	8.6	18.5	--	9.1	6.3	13.0	5.7	3.1	14.0	14.3	10.0	24.9	5.4	5.6	5.2
DISAGREE	5.7	3.2	9.6	16.7	14.3	11.7	8.9	14.8	20.3		6.3	8.1	2.0	14.7	17.0	7.3	15.5	16.5	12.9	21.7	25.7	16.4
NEITHER	49.5	52.2	45.4	30.8	35.8	14.5	41.7	43.3	18.3		46.7	36.0	64.4	37.0	34.6	44.8	31.6	26.2	44.6	26.1	24.9	27.7
AGREE	21.1	20.7	21.7	25.8	24.4	35.9	32.8	22.1	16.7		22.5	24.1	19.8	18.9	18.7	19.5	20.7	29.4	0.0	33.6	32.0	35.7
STRONGLY AGREE	2.4	1.9	3.1	14.1	10.3	26.7	14.1	6.5	10.6		13.3	21.4	0.0	13.8	18.1	0.0	9.2	5.7	17.6	5.0	8.8	0.0
NOT APPLICABLE (SKIPPED OUT)	9.3	10.5	7.5	5.6	6.2	2.3	1.4	4.8	14.6		1.5	2.0	0.8	9.3	7.6	14.4	8.6	12.2	0.0	7.3	1.7	15.0
Don't Know	0.0	0.0	0.0	0.8	0.5	5.2	0.0	0.0	1.0		0.6	0.9	0.0	0.7	0.9	0.0	0.0	0.0	0.0	0.8	1.4	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	91	52	39	308	347	26	74	167	70		98	85	13	97	89	8	63	58	5	89	76	13

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1752
Instrument change	0
Other	1
Total missing	1753

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US who are NPS, not in service or NEP, non-institutionalized	
not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
++ = Definitely	-- = Definitely not

YHEARDNG -- PE4A Y EVER HEARD OF ARMY NATIONAL GUARD (Variable 449)

Responses	National			Officer Markets (HSM + CM)											
	College			Total Market			Region I			Region II			Region III		
	Total	CI	CM	HSM	Total	Market	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	88.1	80.6	96.1	94.7	95.2	95.2	97.0	97.7	95.8	95.9	93.7	98.2	93.9	93.0	95.7
NO	11.7	19.2	3.7	5.3	4.7	4.7	3.6	5.8	5.1	2.9	4.1	6.3	6.0	6.3	4.3
Don't Know	0.2	0.2	0.2	0.1	0.1	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.1	0.2	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	656	324	332	945	1277	1277	65	278	641	254	374	272	102	266	203

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	551
Instrument change	0
Other	0
Total missing	551

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or OIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YGWIDE -- PE5 WIDE VARIETY OF JOBS: GUARD (Variable 450)

Responses	National			Officer Markets (HSM + CM)									
	College			Total Market	Region I			Region II			Region III		
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGREE	2.0	2.5	1.3	3.5	2.8	0.0	1.5	4.0	3.5	5.5	2.5	4.8	0.0
DISAGREE	23.6	19.5	29.5	8.7	15.5	0.0	6.3	18.9	7.7	48.1	22.3	7.4	38.3
NEITHER	38.5	40.4	35.8	38.4	37.6	9.5	30.5	33.0	35.7	26.1	34.4	36.0	32.6
AGREE	18.1	17.9	18.5	27.8	24.8	55.2	31.7	28.4	34.5	12.8	25.4	29.3	21.1
STRONGLY AGREE	5.7	5.1	6.6	14.9	12.2	23.4	22.9	11.7	16.2	0.0	12.6	16.9	8.0
NOT APPLICABLE (SKIPPED OUT)	12.0	14.6	8.4	6.3	7.0	11.9	7.1	3.9	2.5	7.6	2.0	3.8	0.0
Don't Know	0.0	0.0	0.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.9	1.8	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	94	53	41	307	348	17	83	98	87	11	102	86	16

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1751
Instrument change	0
Other	0
Total missing	1751

NATIONAL SAMPLES
16- to 24-year-old males living in continental US, who are NPS, not in service or DFP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:
CI -- College Influencers: college juniors and seniors
CM -- College Market: freshmen and sophomores in 4-year colleges
HSM -- High School Market: college-oriented high school juniors and seniors

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YGProud -- PE5 EXPERIENCE TO BE PROUD OF: GUARD (Variable 451)

Responses	National			Officer Markets (HSM + CM)																
	College			HSM	Total Market	RTTC Course Propensity			Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM
STRONGLY DISAGR	1.5	2.5	0.0	2.1	1.4	0.0	0.0	0.4	3.9	3.5	4.9	0.0	1.5	2.9	0.0	0.0	0.0	0.0	0.0	0.0
DISAGREE	11.8	2.3	25.5	3.9	11.0	0.0	1.9	2.8	34.5	11.7	0.8	39.7	16.6	7.9	26.0	6.3	2.3	14.3	7.6	5.5
NEITHER	36.3	36.6	35.7	32.6	33.6	11.7	27.7	37.7	36.3	31.2	31.0	31.7	28.3	31.0	25.4	38.6	29.2	57.7	38.5	38.5
AGREE	24.9	34.9	10.5	34.0	26.3	33.7	36.9	26.3	18.7	26.1	31.4	12.5	24.8	35.1	13.7	25.9	34.5	8.5	28.9	35.5
STRONGLY AGREE	13.5	9.1	19.8	20.7	20.4	42.8	26.3	22.8	5.8	22.6	28.1	8.6	26.7	19.1	35.0	13.8	20.7	0.0	16.2	13.7
NOT APPLICABLE (SKIPPED OUT)	12.0	14.6	8.4	6.3	7.0	11.9	7.1	9.4	0.8	3.9	2.5	7.6	2.0	3.8	0.0	15.4	13.3	19.5	8.9	6.9
Don't Know	0.0	0.0	0.0	0.4	0.3	0.0	0.0	0.6	0.0	1.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	94	53	41	307	348	17	83	172	67	98	87	11	102	86	16	65	57	8	83	77

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1751
Instrument change	0
Other	0
Total missing	1751

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not



YGLEADER -- PE5 DEVELOP LEADERSHIP SKILLS: GUARD (Variable 452)

Responses	National			Officer Markets (HSM + CM)												Region IV		
	College			Total			Region I			Region II			Region III			Region IV		
	Total	UI	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	1.5	2.5	0.0	1.6	1.6	1.1	0.0	0.0	3.2	4.5	0.0	0.7	1.3	0.0	0.0	0.0	0.0	0.0
DISAGREE	7.7	8.6	6.3	5.1	5.5	5.5	0.0	5.2	3.4	11.3	7.9	3.7	18.8	5.1	5.6	4.4	4.4	5.4
NEITHER	32.2	26.8	40.0	31.4	34.2	53.3	24.7	30.6	41.2	35.4	40.1	23.3	38.0	27.2	49.7	26.9	21.4	38.1
AGREE	35.8	39.7	30.1	35.6	33.8	22.6	35.0	38.7	27.3	36.1	35.3	38.2	34.5	43.8	24.4	37.4	34.9	42.4
STRONGLY AGREE	10.8	7.8	15.1	19.8	18.3	12.2	28.0	17.3	16.3	13.4	13.9	12.2	19.4	17.4	21.5	16.2	24.2	0.0
NOT APPLICABLE (SKIPPED OUT)	12.0	14.6	8.4	6.3	7.0	11.9	7.1	9.4	0.8	3.9	2.5	7.6	2.0	3.8	0.0	15.4	13.3	19.5
Don't Know	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.5	0.9	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	94	53	41	307	348	17	83	172	67	98	87	11	102	86	16	65	57	8

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	1751
Instrument change	0
Other	0
Total missing	1751

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NIS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
+	Definitely
+	Probably
-	Probably not
---	Definitely not

# YGCIVCAR -- PE5 CIVILIAN CAREER DEVELOP: GUARD (Variable 453)

Responses	National										Officer Markets (HSM + CM)																	
	College			Total Market	HSM	ROTC Course Propensity					Region I			Region II			Region III			Region IV								
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM							
STRONGLY DISAGR	3.9	4.2	3.4	3.7	3.9	3.7	0.0	3.4	1.3	8.1	5.0	4.8	5.5	3.1	5.9	0.0	1.8	2.6	0.0	4.9	2.2	16.7						
DISAGREE	19.8	20.4	19.0	11.7	8.2	11.7	6.1	5.4	7.1	26.6	12.5	6.0	29.3	13.8	7.0	21.2	12.0	10.8	14.3	7.7	9.5	0.0						
NEITHER	38.6	36.4	41.7	40.7	40.2	40.7	6.9	34.9	49.0	37.6	35.4	38.8	26.4	45.0	45.8	44.2	42.4	36.0	55.3	40.3	40.8	38.5						
AGREE	20.1	23.4	15.3	29.3	29.3	24.7	72.4	29.4	21.5	16.5	28.1	34.2	12.5	25.9	27.7	24.0	20.7	25.4	10.9	22.9	28.1	0.0						
STRONGLY AGREE	3.7	1.0	7.7	10.7	12.1	10.7	2.6	19.7	11.7	4.9	9.9	13.7	0.0	10.1	9.7	10.6	7.9	11.8	0.0	15.2	12.5	26.9						
NOT APPLICABLE (SKIPPED OUT)	12.0	14.6	8.4	7.0	6.3	7.0	11.9	7.1	9.4	0.8	3.9	2.5	7.6	2.0	3.8	0.0	15.4	13.3	19.5	8.9	6.9	17.8						
Don't Know	1.8	0.0	4.5	1.5	0.0	1.5	0.0	0.0	0.0	5.6	5.2	0.0	18.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0						
Total sample size	94	53	41	348	307	348	17	83	172	67	98	87	11	102	86	16	65	57	8	83	77	6						

MISSING DATA SUMMARY (unweighted count)		
Randomization/rotation	1751	
Instrument change	0	
Other	0	
Total missing	1751	

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service of DDP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YGSELCON -- PE5 DEVELOP SELF-CONFIDENCE: GUARD (Variable 454)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	1.7	2.9	0.0	2.6	1.8	3.9	2.4	0.2	3.0	3.1	4.2	0.0	0.7	1.3	0.0	1.4	2.1	0.0	1.8	2.2	0.0
DISAGREE	13.1	10.8	16.5	4.5	8.4	0.0	2.0	3.8	22.2	13.0	2.7	39.7	11.0	5.6	16.8	3.2	4.8	0.0	4.3	5.2	0.0
NEITHER	31.9	24.2	43.1	27.3	32.5	9.4	26.3	29.8	46.3	23.8	21.6	29.5	30.1	26.0	34.5	43.1	28.2	73.4	35.9	34.2	43.7
AGREE	32.5	43.3	16.9	38.6	31.5	53.1	31.0	40.2	12.9	39.1	49.9	11.1	33.8	39.9	27.2	23.8	32.1	7.0	26.5	29.8	11.6
STRONGLY AGREE	8.7	4.3	15.1	20.6	18.8	21.8	31.1	16.3	14.8	17.1	19.0	12.2	22.0	22.5	21.5	13.0	19.4	0.0	22.6	21.7	26.9
NOT APPLICABLE (SKIPPED OUT)	12.0	14.6	8.4	6.3	7.0	11.9	7.1	9.4	0.8	3.9	2.5	7.6	2.0	3.8	0.0	15.4	13.3	19.5	8.9	6.9	17.8
Don't know	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.5	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	94	53	41	307	348	17	83	172	67	98	87	11	102	86	16	65	57	8	83	77	6

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	1751
Instrument change	0
Other	0
Total missing	1751

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or BIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	--- = Definitely not

# YGPTEN -- PE5 DEVELOP YOUR POTENTIAL: GUARD (Variable 455)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	RTTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	3.2	4.5	1.3	3.2	2.6	3.9	2.2	0.4	6.0	4.7	4.4	5.5	2.2	4.3	0.0	1.2	1.8	0.0	1.8	2.2	0.0
DISAGREE	13.0	8.8	18.9	7.0	10.9	0.0	2.9	7.1	25.9	11.5	7.8	20.9	18.9	5.4	33.6	4.4	6.5	0.0	6.4	7.8	0.0
NEITHER	37.3	34.1	41.3	25.4	30.6	2.8	29.8	30.1	37.1	27.2	20.3	45.0	26.4	29.3	23.2	38.9	23.8	69.6	32.0	29.3	43.7
AGREE	26.5	33.0	17.2	35.0	29.2	24.2	36.2	35.5	16.4	25.9	32.5	8.9	32.3	36.9	27.2	30.6	40.3	10.9	28.1	31.8	11.6
STRONGLY AGREE	7.9	4.5	12.8	22.9	19.6	57.2	21.8	17.2	13.7	26.8	32.5	12.2	17.7	19.3	16.0	9.6	14.3	0.0	22.9	22.0	26.9
NOT APPLICABLE (SKIPPED OUT)	12.0	14.6	8.4	6.3	7.0	11.9	7.1	9.4	0.8	3.9	2.5	7.6	2.0	3.8	0.0	15.4	13.3	19.5	8.9	6.9	17.8
Don't Know	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.5	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	94	53	41	307	348	17	83	172	67	98	87	11	102	86	16	65	57	8	83	77	6

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1751
Instrument change	0
Other	0
Total missing	1751

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or JTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YGMENTAL -- PE5 MENTALLY CHALLENGING: GUARD (Variable 456)

Responses	National			Officer Markets (HSM + CM)											
	College			Total			Propensity			Region I			Region II		
	Total	CI	CM	HSM	Market	++	+	-	--	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGREE	11.7	5.7	20.4	4.1	9.4	0.0	2.2	3.8	26.0	11.9	6.0	27.1	19.1	5.7	33.6
DISAGREE	19.3	22.0	15.5	7.2	9.9	2.6	5.2	5.9	22.2	9.6	3.9	24.2	9.0	10.7	7.1
NEITHER	33.1	40.4	22.7	29.8	27.5	27.4	30.3	28.3	22.0	22.8	24.2	19.4	29.2	36.0	21.9
AGREE	20.9	15.7	28.3	35.6	33.2	51.6	38.2	41.1	13.9	37.1	43.0	21.7	29.6	29.5	29.8
STRONGLY AGREE	3.0	1.7	4.8	16.9	13.0	6.4	17.0	11.5	15.0	14.7	20.4	0.0	11.1	14.3	7.6
NOT APPLICABLE (SKIPPED OUT)	12.0	14.6	8.4	6.3	7.0	11.9	7.1	9.4	0.8	3.9	2.5	7.6	2.0	3.8	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	94	53	41	307	348	17	83	172	67	98	87	11	102	86	16

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1751
Instrument change	0
Other	0
Total missing	1751

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YGMATURE -- PE5 MATURE AND RESPONSIBLE: GUARD (Variable 457)

Responses	National						Officer Markets (HSM + CM)															
	College			HSM	Total Market	ROTC Course Propensity					Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
STRONGLY DISAGR	4.9	1.2	10.1	3.4	5.6	0.0	3.4	0.7	16.4	3.8	5.2	0.0	10.3	4.3	16.8	5.8	1.5	14.3	1.8	2.2	0.0	
DISAGREE	6.7	8.3	4.5	5.1	4.9	3.9	6.0	2.4	9.1	7.3	2.9	18.8	2.5	4.7	0.0	5.6	8.3	0.0	4.2	5.1	0.0	
NEITHER	34.2	39.7	26.4	19.3	21.6	10.2	18.0	25.1	22.1	23.7	20.5	32.2	15.8	20.6	10.6	21.5	12.6	39.7	26.4	22.5	43.7	
AGREE	36.1	33.2	40.2	37.6	38.5	50.3	39.8	37.7	36.5	41.4	44.7	32.9	49.1	38.6	60.4	33.7	37.2	26.5	25.8	29.0	11.6	
STRONGLY AGREE	6.1	3.0	10.4	27.9	22.2	23.7	25.8	24.2	15.1	18.9	22.9	8.6	20.3	27.8	12.2	18.1	27.0	0.0	32.9	34.3	26.9	
NOT APPLICABLE (SKIPPED OUT)	12.0	14.6	8.4	6.3	7.0	11.9	7.1	9.4	0.8	3.9	2.5	7.6	2.0	3.8	0.0	15.4	13.3	19.5	8.9	6.9	17.8	
Don't Know	0.0	0.0	0.0	0.4	0.3	0.0	0.0	0.6	0.0	1.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	94	53	41	307	348	17	83	172	67	98	87	11	102	86	16	65	57	8	83	77	6	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1751
Instrument change	0
Other	0
Total missing	1751

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are ROTC, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YGTRAIN -- PE5 TRAINING IN USEFUL SKILLS: GUARD (Variable 458)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	3.2	3.9	2.1	1.4	1.6	0.0	0.0	0.7	4.4	2.7	3.8	0.0	0.7	1.3	0.0	0.0	0.0	0.0	3.1	0.0	16.7
DISAGREE	7.5	8.1	6.8	7.9	7.5	0.0	11.5	4.5	12.0	11.4	7.7	20.9	4.8	5.3	4.2	7.3	10.9	0.0	6.3	7.8	0.0
NEITHER	33.2	22.2	49.1	24.0	32.2	16.9	19.6	31.3	46.6	29.7	24.1	44.3	44.1	29.5	59.9	27.7	18.3	46.8	24.8	24.3	26.9
AGREE	36.1	46.0	21.9	39.8	34.0	56.4	42.1	34.4	22.3	33.1	41.1	12.5	29.9	35.3	24.1	37.7	39.7	33.7	36.5	42.1	11.6
STRONGLY AGREE	7.9	5.3	11.8	20.2	17.4	14.8	19.8	19.4	13.8	18.8	20.4	14.8	18.0	23.8	11.8	11.9	17.8	0.0	20.4	18.9	26.9
NOT APPLICABLE (SKIPPED OUT)	12.0	14.6	8.4	6.3	7.0	11.9	7.1	9.4	0.8	3.9	2.5	7.6	2.0	3.8	0.0	15.4	13.3	19.5	8.9	6.9	17.8
Don't Know	0.0	0.0	0.0	0.3	0.2	0.0	0.0	0.4	0.0	0.3	0.4	0.0	0.5	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	94	53	41	307	348	17	83	172	67	98	87	11	102	86	16	65	57	8	83	77	6

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1751
Instrument change	0
Other	0
Total missing	1751

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YGH1QUAL -- PES HIGHLY TRAINED COWORKERS: GUARD (Variable 459)

Responses	National			Officer Markets (HSM + CM)																	
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	0.7	1.2	0.0	1.6	1.0	0.0	1.8	0.0	2.7	2.2	3.1	0.0	1.5	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DISAGREE	4.1	2.5	6.3	4.2	4.9	0.0	1.0	5.2	7.8	10.9	4.9	26.4	1.4	2.8	0.0	3.0	4.4	0.0	3.5	4.3	0.0
NEITHER	36.6	30.1	46.1	30.6	35.7	16.9	35.9	28.6	53.3	30.0	26.7	38.5	39.6	31.3	48.7	38.9	32.8	51.2	34.7	32.7	43.7
AGREE	33.7	43.2	19.8	33.5	29.0	23.3	30.5	33.9	20.2	22.6	26.4	12.8	28.9	39.6	17.2	28.0	27.4	29.3	38.6	41.8	25.0
STRONGLY AGREE	12.9	8.4	19.3	23.4	22.1	47.9	23.7	22.3	15.2	29.4	35.1	14.8	26.5	19.6	34.1	14.8	22.0	0.0	14.2	14.3	13.5
NOT APPLICABLE (SKIPPED OUT)	12.0	14.6	8.4	6.3	7.0	11.9	7.1	9.4	0.8	3.9	2.5	7.6	2.0	3.8	0.0	15.4	13.3	19.5	8.9	6.9	17.8
Don't Know	0.0	0.0	0.0	0.4	0.3	0.0	0.0	0.6	0.0	1.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	94	53	41	307	348	17	83	172	67	98	87	11	102	86	16	65	57	8	83	77	6

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1751
Instrument change	0
Other	0
Total missing	1751

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a College ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not



# YGCASHED -- PE5 GET MONEY FOR EDUCATION: GUARD (Variable 460)

Responses	National			Officer Markets (HISM + CM)												Region IV		
	College			Region I			Region II			Region III			Region IV			Total		
	Total	CI	CM	Total	HISM	CM	Total	HISM	CM	Total	HISM	CM	Total	HISM	CM	Total	HISM	CM
STRONGLY DISAGR	1.5	2.5	0.0	1.9	1.9	0.0	2.2	3.1	0.0	1.1	2.1	0.0	0.0	0.0	0.0	1.8	2.2	0.0
DISAGREE	5.3	5.9	4.5	3.2	3.6	0.0	8.0	3.8	18.8	1.2	2.4	0.0	2.1	3.1	0.0	2.5	3.0	0.0
NEITHER	32.4	27.9	38.9	30.3	33.1	10.2	34.2	29.7	43.2	33.8	27.4	40.7	32.8	31.9	34.7	41.7	41.2	43.7
AGREE	28.5	30.0	26.4	36.5	33.2	54.4	22.7	35.4	32.4	40.8	48.1	21.7	32.2	35.9	24.9	21.1	23.2	11.6
STRONGLY AGREE	20.2	19.1	21.8	21.2	21.4	23.4	29.6	21.5	15.4	18.1	19.4	14.8	17.5	15.9	20.8	24.1	23.4	26.9
NOT APPLICABLE (SKIPPED OUT)	12.0	14.6	8.4	6.3	7.0	11.9	7.1	9.4	0.8	3.9	2.5	7.6	15.4	13.3	19.5	8.9	6.9	17.8
Don't Know	0.0	0.0	0.0	0.6	0.4	0.0	0.0	0.9	0.0	1.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	94	53	41	307	348	17	83	172	67	98	87	11	102	86	16	65	57	8

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1751
Instrument change	0
Other	0
Total missing	1751

NATIONAL SAMPLES	
If: 24-year-old males living in continental US, who are NPS, not in service or DFP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HISM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HISM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	--- = Probably not
+ = Probably	--- = Definitely not

# YGHOME -- PE5 SERVE AMERICA IN HOMETOWN: GUARD (Variable 461)

Responses	National															Officer Markets (HSM + CM)											
	College			HSM	Total Market	RUTC Course Propensity				Region I			Region II			Region III			Region IV								
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM						
STRONGLY DISAGR	4.2	3.7	5.0	5.5	5.4	13.3	4.5	1.7	10.8	11.6	8.1	20.9	2.1	4.1	0.0	1.4	2.1	0.0	5.4	6.7	0.0						
DISAGREE	9.0	12.2	4.3	6.9	6.1	0.0	8.7	4.6	8.1	5.3	6.0	3.6	6.3	7.8	4.7	4.3	3.1	6.5	8.5	10.4	0.0						
NEITHER	26.8	29.6	22.8	23.5	23.3	3.3	26.1	23.3	25.1	24.3	17.5	41.7	13.2	22.4	3.3	26.7	28.8	22.4	31.5	26.8	51.9						
AGREE	31.9	25.3	41.4	27.6	32.1	6.9	21.3	37.2	38.2	27.3	33.5	11.4	52.2	33.0	73.1	26.5	25.4	28.8	17.8	18.1	16.7						
STRONGLY AGREE	16.0	14.6	18.1	29.5	25.8	64.6	32.2	23.0	16.7	27.5	32.4	14.8	22.7	26.2	18.9	25.5	26.8	22.8	27.9	31.2	13.5						
NOT APPLICABLE (SKIPPED OUT)	12.0	14.6	8.4	6.3	7.0	11.9	7.1	9.4	0.8	3.9	2.5	7.6	2.0	3.8	0.0	15.4	13.3	19.5	8.9	6.9	17.8						
Don't Know	0.0	0.0	0.0	0.7	0.5	0.0	0.0	0.8	0.3	0.0	0.0	0.0	1.4	2.6	0.0	0.3	0.5	0.0	0.0	0.0	0.0						
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0						
Total sample size	94	53	41	307	348	17	83	172	67	98	87	11	102	86	16	65	57	8	83	77	6						

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1751
Instrument change	0
Other	0
Total missing	1751

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+	= Probably
--	= Definitely not

YGWEEKEN -- PE5 INTERESTING WEEKENDS: GUARD (Variable 463)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	10.4	13.4	6.3	9.2	8.3	3.9	6.0	5.5	16.4	14.3	9.6	26.4	4.0	7.6	0.0	7.1	10.6	0.0	7.2	8.9	0.0
DISAGREE	32.0	29.4	35.8	9.7	18.2	2.6	6.5	13.4	39.4	14.7	4.7	40.5	29.5	17.2	42.8	10.8	5.9	20.8	15.8	12.5	30.2
NEITHER	33.6	33.8	33.5	36.6	35.6	7.6	44.7	41.8	26.7	31.7	37.3	17.2	35.2	33.5	36.9	36.9	34.4	41.8	40.0	40.3	38.5
AGREE	9.4	8.6	10.5	19.9	16.8	17.7	18.1	21.1	7.5	17.1	20.5	8.4	14.8	22.2	6.8	16.4	15.7	17.9	19.4	20.7	13.5
STRONGLY AGREE	2.3	0.0	5.6	17.8	13.8	56.3	17.6	8.1	9.1	17.7	24.6	0.0	14.1	14.7	13.5	13.5	20.1	0.0	8.6	10.6	0.0
NOT APPLICABLE (SKIPPED OUT)	12.2	14.9	8.4	6.3	7.0	11.9	7.1	9.4	0.8	3.9	2.5	7.6	2.0	3.8	0.0	15.4	13.3	19.5	8.9	6.9	17.8
Don't Know	0.0	0.0	0.0	0.5	0.3	0.0	0.0	0.7	0.0	0.6	0.9	0.0	0.5	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	93	52	41	307	348	17	83	172	67	98	87	11	102	86	16	65	57	8	83	77	6

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1751
Instrument change	0
Other	1
Total missing	1752

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	= Probably not
+	= Probably
--	= Definitely not

YNWIDE -- PE6 WIDE VARIETY OF JOBS: NAVY (Variable 464)

Responses	National			Officer Markets (HSM + CM)											
	College			Total Market			Region I			Region II			Region III		
	Total	LI	CM	HSM	++	+	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	6.6	10.0	1.9	1.1	0.0	0.0	3.6	5.0	3.0	0.0	0.0	0.0	1.4	0.0	6.7
DISAGREE	7.4	11.1	2.2	5.2	0.0	2.6	3.2	4.3	0.0	5.6	9.9	0.0	3.9	4.9	0.0
NEITHER	40.9	37.1	46.1	27.2	10.4	26.4	28.6	20.5	50.6	41.8	31.3	55.7	22.3	23.9	16.1
AGREE	28.3	32.6	22.3	34.7	54.2	27.2	54.3	56.1	49.4	26.2	29.5	21.8	20.0	23.5	7.3
STRONGLY AGREE	15.0	5.8	27.5	31.9	35.4	43.7	10.3	14.1	0.0	26.4	29.3	22.5	52.4	47.7	69.9
Don't Know	1.9	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	99	53	46	100	4	29	39	28	11	39	23	16	44	34	10

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1953
Instrument change	0
Other	0
Total missing	1953

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
EI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	= Definitely not

YMWIDE -- PEG WIDE VARIETY OF JOBS: MARINES (Variable 465)

Responses	National										Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
STRONGLY DISAGR	13.1	13.0	13.3	4.5	6.8	0.0	0.0	3.1	21.3	5.2	0.0	17.1	9.6	9.8	8.8	6.3	0.0	26.0	5.8	8.3	0.0	
DISAGREE	19.5	27.1	8.2	13.3	11.9	7.7	4.5	15.9	15.5	14.3	11.3	21.1	16.0	18.1	8.5	5.5	7.3	0.0	11.8	16.9	0.0	
NEITHER	44.1	38.8	51.9	25.5	32.5	8.4	28.9	34.6	35.3	17.7	18.6	15.6	25.9	25.5	27.3	38.3	26.9	74.0	52.7	32.3	100.0	
AGREE	19.0	17.2	21.8	41.6	36.3	58.1	42.2	37.4	25.5	44.3	50.8	29.5	37.4	32.3	55.3	35.8	47.2	0.0	25.5	36.4	0.0	
STRONGLY AGREE	4.3	3.9	4.9	15.1	12.4	25.9	24.4	9.0	2.4	18.5	19.3	16.6	11.1	14.3	0.0	14.1	18.6	0.0	4.2	6.1	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	75	49	26	109	135	8	34	59	32	33	25	8	45	37	8	32	26	6	25	21	4	

MISSING DATA SUMMARY (Unweighted count)		
Randomization/Rotation	1968	
Instrument change	0	
Other	0	
Total missing	1968	

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DFP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	Probably not
+ = Probably	Definitely not

YFWIDE -- PE6 WIDE VARIETY OF JOBS: AIR FORCE (Variable 466)

Responses	National			Officer Markets (HSM + CM)															
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV		
	Total	Ci	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
STRONGLY DISAGR	3.5	5.4	1.3	1.3	0.0	3.0	0.0	3.8	2.7	1.9	4.8	1.8	2.6	0.0	0.0	0.0	0.0	0.0	0.0
DISAGREE	14.2	13.4	15.2	6.0	0.0	4.7	8.1	16.2	15.1	9.0	31.9	5.9	8.8	0.0	5.9	1.9	17.3	6.1	2.8
NEITHER	47.8	46.7	49.1	32.0	6.3	21.5	42.8	43.6	33.4	30.5	41.2	38.7	33.9	48.6	29.6	20.1	56.7	54.2	55.1
AGREE	24.2	24.5	23.9	39.7	61.8	31.3	35.2	30.4	35.3	40.0	22.1	37.2	37.6	24.1	42.8	50.8	19.8	24.7	21.1
STRONGLY AGREE	10.3	10.1	10.5	21.0	31.9	39.5	14.0	6.0	13.7	18.6	0.0	20.4	17.0	27.3	21.8	27.3	6.2	15.0	21.1
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	115	67	48	114	162	7	30	87	33	45	32	13	52	34	18	43	32	11	22
																		16	6

MISSING DATA SUMMARY (unweighted count)		
Randomization/rotation	1923	
Instrument change	0	
Other	0	
Total missing	1923	

NATIONAL SAMPLES	
15- to 24-year-old males living in continental US, who are NPS, not in service or OEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CJ -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YSWIDE -- PE6 WIDE VARIETY OF JOBS: MILITARY (Variable 467)

Responses	National			Officer Markets (HSM + CM)									
	College			Total Market	Region I			Region II			Region III		
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	3.5	2.3	4.7	0.0	1.8	0.0	0.0	0.0	3.0	0.0	5.1	0.0	0.0
DISAGREE	17.9	20.6	15.3	2.9	7.6	5.7	6.6	9.5	3.6	6.2	3.2	26.8	2.9
NEITHER	34.9	49.8	20.5	22.4	21.7	0.0	4.2	3.7	40.1	20.8	23.8	0.0	21.2
AGREE	32.6	24.4	40.4	43.1	42.1	29.7	44.0	39.2	45.3	43.4	39.1	73.2	43.6
STRONGLY AGREE	11.1	2.9	19.1	31.6	26.8	64.5	38.7	27.0	8.8	29.6	33.9	0.0	29.2
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	91	56	35	94	129	6	28	70	21	36	32	4	34

Missing Data Summary (Unweighted count)	1967
Randomization Total	0
Instrument Change	0
Other	0
Total missing	1967

NATIONAL SAMPLES
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:
CI -- College Influencers: college juniors and seniors
CM -- College Market: freshmen and sophomores in 4-year colleges
HSM -- High School Market: college-oriented high school juniors and seniors

OFFICER MARKETS (HSM + CM)
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:
++ = Definitely
+ = Probably
-- = Definitely not

# YNPHYS -- PE6 PHYSICALLY CHALLENGING: NAVY (Variable 468)

Responses	National			Officer Markets (HSM + CM)									
	College			Total		ROTC Course Propensity		Region I		Region II		Region III	
	Total	CI	CM	HSM	Market	++	+	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	1.7	1.5	1.9	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DISAGREE	4.0	4.2	3.7	3.4	3.5	0.0	0.0	3.2	4.4	0.0	0.0	4.3	0.0
NEITHER	22.2	23.6	20.3	31.1	28.0	0.0	36.8	22.1	39.5	4.6	0.0	19.3	5.5
AGREE	46.4	46.4	46.3	26.7	32.3	18.0	40.0	28.8	37.0	40.3	52.7	30.6	25.5
STRONGLY AGREE	25.7	24.2	27.7	38.9	35.7	82.0	23.2	43.8	18.9	19.6	23.0	44.3	45.7
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	99	53	46	100	146	4	29	83	27	39	23	44	34

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	1953
Instrument change	0
Other	0
Total missing	1953

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or IEP, non-institutionalized not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	++ = Probably not
+ = Probably	+ = Definitely not



# YMPHYS -- PE6 PHYSICALLY CHALLENGING: MARINES (Variable 469)

Responses	National			Officer Markets (HSM + CM)											
	College			Region I			Region II			Region III			Region IV		
	Total			Total			Total			Total			Total		
	CI	LM	HSM	CM	HSM	CM	CM	HSM	LM	CM	HSM	CM	CM	HSM	LM
STRONGLY DISAGREE	1.6	2.7	0.0	3.3	2.4	7.7	0.0	3.4	2.4	0.0	0.0	0.0	0.0	3.9	5.6
DISAGREE	2.2	0.0	5.3	3.9	4.3	0.0	5.2	1.6	8.6	0.0	0.0	0.0	0.0	14.0	10.1
NEITHER	11.0	9.7	12.9	14.1	13.8	0.0	0.0	16.5	22.2	14.3	10.6	22.8	14.5	13.1	18.8
AGREE	33.9	37.3	28.9	24.1	25.4	0.0	31.2	30.4	19.7	27.3	24.9	32.8	23.0	20.9	24.3
STRONGLY AGREE	51.4	50.3	52.9	54.6	54.2	92.3	63.6	48.2	47.1	58.4	64.6	44.4	56.7	60.6	59.6
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	75	49	26	109	135	8	34	59	32	33	25	8	45	32	26

MISSING DATA SUMMARY (Unweighted count)		1968
Randomization/Rotation	Instrument change	0
Other		0
Total missing		1968

**NATIONAL SAMPLES**  
 16- to 24-year-old males living in continental US, who are NPS, not in service or OBP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:  
 CI -- College Influencers: college juniors and seniors  
 CM -- College Market: freshmen and sophomores in 4-year colleges  
 HSM -- High School Market: college-oriented high school juniors and seniors

**OFFICER MARKETS (HSM + CM)**  
 Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:  
 ++ = Definitely -- = Probably not  
 + = Probably -- = Definitely not

YFPHYS -- PE6 PHYSICALLY CHALLENGING: AIR FORCE (Variable 470)

Responses	National			Officer Markets (HSM + CM)											
	College			Region I			Region II			Region III			Region IV		
	Total			Total			Total			Total			Total		
	CI	CM	HSM	++	+	-	++	+	-	++	+	-	++	+	-
STRONGLY DISAGR	1.6	0.0	3.5	4.5	4.2	25.9	8.5	2.9	0.0	7.1	5.1	12.6	6.8	10.1	0.0
DISAGREE	11.9	11.4	12.6	3.7	6.2	0.0	3.5	6.6	8.0	4.7	0.0	17.4	8.1	7.3	9.9
NEITHER	22.7	23.5	21.8	22.1	22.0	12.9	18.9	21.4	29.5	24.5	24.8	23.8	12.6	12.0	13.9
AGREE	43.6	41.6	45.9	40.4	41.9	29.4	30.6	44.6	45.3	33.6	29.0	46.2	37.7	40.6	31.8
STRONGLY AGREE	20.2	23.6	16.2	29.4	25.7	21.9	38.4	24.4	17.2	30.2	41.1	0.0	34.8	30.0	44.5
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	115	67	48	114	162	7	30	87	33	45	32	13	52	34	18

MISSING DATA SUMMARY (Unweighted count)		1923
Randomization/rotation	Instrument change	0
Other		0
Total missing		1923

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	=
-	= Definitely not

YSPHYS -- PE6 PHYSICALLY CHALLENGING: MILITARY (Variable 471)

Responses	National				Officer Markets (HSM + CM)															
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	Ci	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM		
STRONGLY DISAGR	0.5	0.0	0.9	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0
DISAGREE	0.5	1.0	0.0	2.5	1.6	0.0	1.9	1.4	2.4	2.8	3.2	0.0	1.6	3.9	0.0	1.1	2.0	0.0	0.0	0.0
NEITHER	11.5	15.6	7.5	10.1	9.1	0.0	5.1	5.6	29.1	3.9	4.4	0.0	18.6	16.2	20.3	6.5	11.3	0.0	9.2	17.5
AGREE	50.3	46.0	54.5	33.2	41.3	53.9	53.3	39.3	33.1	35.7	30.3	73.2	37.8	43.2	33.9	37.3	32.0	44.5	61.8	32.3
STRONGLY AGREE	37.2	37.4	37.0	54.2	47.7	46.1	39.8	53.6	33.3	57.7	62.1	26.8	40.4	36.7	43.2	55.1	54.8	55.5	29.0	50.2
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	91	56	35	94	129	6	28	70	21	36	32	4	34	21	13	38	28	10	21	13

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	1967
Instrument change	0
Other	0
Total missing	1967

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NIS, not in service or DWP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YNPROUD -- PE6 EXPERIENCE TO BE PROUD OF: NAVY (Variable 472)

Responses	National			Officer Markets (HSM + CM)											
	College			Total			Region I			Region II			Region III		
	Total	CI	CM	HSM	Total	Market	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	4.8	6.3	2.6	0.0	0.8	0.0	3.4	0.0	12.6	0.0	0.0	0.0	0.0	0.0	0.0
DISAGREE	5.7	3.6	8.7	3.7	5.2	0.0	6.3	7.0	4.2	3.6	3.9	3.3	3.4	1.5	10.7
NEITHER	37.5	47.9	23.2	23.3	23.3	0.0	20.9	19.7	24.0	32.8	31.3	34.8	14.8	17.6	4.4
AGREE	23.0	17.6	30.5	31.1	30.9	8.0	41.7	37.1	54.0	40.9	41.8	39.7	17.3	22.0	0.0
STRONGLY AGREE	27.1	21.4	35.0	41.9	39.9	82.0	27.8	36.1	5.2	22.7	23.0	22.2	64.5	59.0	85.0
Don't know	1.9	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	99	53	46	100	146	4	39	28	11	39	23	16	44	34	10

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1953
Inst-ument change	0
Other	0
Total missing	1953

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YMPROUD -- PE6 EXPERIENCE TO BE PROUD OF: MARINES (Variable 473)

Responses	National			Officer Markets (HSM + CM)									
	College			Total Market	Region I			Region II			Region III		
	Total	II	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	4.5	2.7	7.3	3.0	4.1	7.6	0.0	25.0	7.8	10.1	0.0	0.0	0.0
DISAGREE	3.9	3.8	4.0	5.4	5.1	6.1	5.8	6.7	4.6	3.4	8.8	0.0	0.0
NEITHER	29.4	32.7	24.6	29.7	28.3	40.7	48.6	22.8	12.0	12.9	8.8	28.3	25.5
AGREE	34.2	36.1	31.4	24.0	26.0	13.7	51.1	25.6	34.5	33.3	38.8	27.2	30.0
STRONGLY AGREE	27.9	24.7	32.7	37.9	36.5	78.7	39.9	33.2	41.0	40.3	43.6	44.5	44.5
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	75	49	26	109	135	8	34	59	45	37	8	32	26
												6	25
												4	21

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1968
Instrument change	0
Other	0
Total missing	1968

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are MHS, not in service or ROTC, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YFPROUD -- PE6 EXPERIENCE TO BE PROUD OF: AIR FORCE (Variable 474)

Responses	National			Officer Markets (HSM + CM)									
	College			Total Market	Region I			Region II			Region III		
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	3.3	0.9	6.1	2.0	3.2	0.0	0.0	4.1	5.0	3.7	8.4	4.3	3.2
DISAGREE	5.5	9.9	6.9	2.9	4.0	0.0	4.5	4.5	4.9	1.3	14.6	4.3	6.3
NEITHER	29.0	20.5	38.9	16.4	22.9	25.9	24.5	17.3	32.8	25.6	16.2	51.2	10.5
AGREE	44.8	54.0	34.1	40.8	38.9	23.1	29.1	42.1	42.9	31.6	33.7	25.8	47.6
STRONGLY AGREE	14.4	14.6	14.1	37.9	31.1	51.1	41.9	32.2	15.7	33.0	45.0	0.0	34.2
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	115	67	48	114	162	7	30	87	33	45	32	13	52

MISSING DATA SUMMARY (Unweighted count)		
Randomization/rotation	1923	0
Instrument change	0	0
Other	1923	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YSPROUD -- PE6 EXPERIENCE TO BE PROUD OF: MILITARY (Variable 475)

Responses	Officer Markets (HSM + CM)																																																	
	National						Region I											Region II											Region III											Region IV										
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			Region I			Region II			Region III			Region IV																				
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM																				
STRONGLY DISAGR	1.4	0.0	2.8	0.5	1.4	0.0	6.2	0.0	2.2	0.0	0.0	0.0	1.5	0.0	2.6	1.1	2.0	0.0	4.1	0.0	8.6																													
DISAGREE	3.8	7.1	0.6	1.4	1.1	0.0	0.0	0.0	6.6	0.0	0.0	0.0	1.6	3.9	0.0	1.8	3.1	0.0	1.2	0.0	2.5																													
NEITHER	23.7	29.3	18.2	13.0	15.0	0.0	19.1	13.6	11.8	9.4	7.4	23.2	6.7	4.0	8.7	24.4	28.9	18.3	21.0	11.8	31.3																													
AGREE	46.3	52.2	40.7	33.7	36.4	5.7	34.6	35.5	49.5	30.5	29.2	39.5	42.4	39.3	44.7	35.4	27.5	45.8	39.7	51.0	27.2																													
STRONGLY AGREE	24.8	11.3	37.8	49.6	45.1	94.3	37.7	49.7	30.3	60.1	63.4	37.3	46.1	48.9	44.0	34.9	34.2	35.8	34.0	37.3	30.5																													
Don't Know	0.0	0.0	0.0	1.7	1.1	0.0	2.4	1.1	0.0	0.0	0.0	0.0	1.6	3.8	0.0	2.4	4.2	0.0	0.0	0.0	0.0																													
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0																													
Total sample size	91	56	35	94	129	6	28	70	21	36	32	4	34	21	13	38	28	10	21	13	8																													

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1967
Instrument change	0
Other	0
Total missing	1967

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are MPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YNSTEP -- PE6 STEPPING STONE TO COLLEGE: NAVY (Variable 476)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	---	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	11.0	17.4	2.3	7.7	6.1	0.0	0.0	5.9	13.6	4.5	6.1	0.0	12.3	16.4	7.0	6.2	7.8	0.0	0.0	0.0	0.0
DISAGREE	33.4	33.8	32.8	10.2	16.7	0.0	2.7	24.4	9.1	22.8	20.3	29.3	23.6	5.9	47.3	5.4	3.6	12.0	26.1	18.3	43.7
NEITHER	22.0	18.3	27.2	32.6	31.0	0.0	39.1	29.0	30.9	40.9	34.5	58.3	36.6	47.1	22.6	19.6	21.3	13.4	37.2	44.0	21.7
AGREE	21.7	20.8	23.0	25.6	24.8	89.6	37.4	15.6	33.3	17.4	23.8	0.0	17.1	21.3	11.6	30.8	26.9	45.3	30.8	29.1	34.6
STRONGLY AGREE	10.0	6.5	14.8	24.0	21.4	10.4	20.7	25.2	13.1	14.5	15.2	12.4	10.3	9.4	11.6	38.0	40.4	29.3	5.9	8.6	0.0
Don't Know	1.9	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	99	53	46	100	146	4	29	83	27	39	28	11	39	23	16	44	34	10	24	15	9

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	1953
Instrument change	0
Other	0
Total missing	1953

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NIS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1) and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not



YMSTEP -- PE6 STEPPING STONE TO COLLEGE: MARINES (Variable 477)

Responses	National			Officer Markets (HSM + CM)									
	College			Total Market	Propensity			Region I		Region II		Region III	
	Total	CI	CM		++	+	-	Total	HSM	CM	HSM	Total	CM
STRONGLY DISAGREE	27.1	28.0	25.8	7.4	12.3	7.7	2.8	9.6	27.6	21.0	6.4	54.3	13.2
DISAGREE	17.9	22.7	11.0	15.1	14.0	28.5	1.8	10.9	28.1	15.2	21.8	0.0	16.3
NEITHER	37.8	34.8	42.3	40.2	40.8	29.4	42.3	50.7	25.9	42.0	40.3	45.7	29.8
AGREE	14.5	11.5	19.0	17.3	17.8	32.7	20.5	17.6	12.6	11.7	16.8	0.0	18.0
STRONGLY AGREE	2.6	3.1	1.9	20.0	15.2	1.9	32.6	11.1	5.8	10.2	14.7	0.0	22.8
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	75	49	26	109	135	8	34	59	32	33	25	8	45

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1968
Instrument change	0
Other	0
Total missing	1968

NATIONAL SAMPLES	
15- to 24-year-old males living in continental US, who are NIS, not in service or OHP, non-institutionalized not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YFSTEP -- PE6 STEPPING STONE TO COLLEGE: AIR FORCE (Variable 478)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	RPTC Course Proximity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	16.4	21.1	10.9	7.1	8.1	0.0	0.0	9.3	14.5	8.9	5.8	17.4	7.8	7.8	7.7	3.7	5.0	0.0	15.7	12.3	23.9
DISAGREE	19.0	20.4	17.3	19.3	18.7	0.0	17.4	18.7	25.9	25.3	20.7	37.9	14.8	14.5	15.4	21.8	27.0	6.8	7.1	10.0	0.0
NEITHER	43.2	34.1	53.8	33.3	39.2	9.6	32.0	42.6	34.7	28.7	29.2	27.5	35.4	28.7	49.3	50.7	38.2	86.5	46.3	41.3	58.7
AGREE	11.4	12.6	10.1	25.4	21.0	55.9	34.4	14.5	22.9	27.9	31.8	17.2	20.5	25.8	9.6	17.7	21.6	6.7	14.2	18.7	3.3
STRONGLY AGREE	10.0	11.8	8.0	14.1	12.3	34.6	16.2	13.8	2.0	9.1	12.4	0.0	19.3	19.9	17.9	6.2	8.3	0.0	16.7	17.7	14.2
Don't Know	0.0	0.0	0.0	0.9	0.6	0.0	0.0	1.1	0.0	0.0	0.0	0.0	2.2	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	115	67	48	114	162	7	30	87	33	45	32	13	52	34	18	43	32	11	22	16	6

MISSING DATA SUMMARY (Unweighted count)		1923
Randomization/rotation	Instrument change	0
Other		0
Total missing		1923

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college FITE course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
FM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably
+	not
-	Definitely not

YSSTEP -- PE6 STEPPING STONE TO COLLEGE: MILITARY (Variable 479)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	RUTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	24.9	35.1	14.9	5.4	9.0	0.0	8.3	4.9	27.9	10.1	7.7	26.8	16.0	3.1	25.5	4.8	6.0	3.2	4.1	0.0	8.6
DISAGREE	18.1	16.0	20.3	11.4	14.8	0.0	8.9	15.0	16.0	15.1	8.6	60.5	12.1	14.2	10.6	11.5	14.9	7.0	23.0	10.5	36.8
NEITHER	34.2	37.9	30.7	37.7	35.0	48.2	30.8	39.2	23.1	39.9	45.7	0.0	27.8	38.5	20.0	35.2	30.2	41.9	36.2	26.7	46.6
AGREE	7.7	7.9	7.6	28.0	20.3	5.7	29.3	16.6	29.4	24.0	25.6	12.8	11.6	27.5	0.0	18.8	20.6	16.5	27.9	48.2	5.6
STRONGLY AGREE	15.0	3.2	26.5	17.5	20.9	46.1	22.7	24.4	3.6	10.8	12.4	0.0	32.4	16.7	44.0	29.7	28.4	31.4	8.9	14.7	2.5
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	91	56	35	94	129	6	28	70	21	36	22	4	34	21	13	38	28	10	21	13	8

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1967
Instrument change	0
Other	0
Total missing	1967

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or UTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
1	Definitely
2	Probably
3	Probably not
4	Definitely not

# YNLEADER -- PE6 DEVELOP LEADERSHIP SKILLS: NAVY (Variable 480)

Responses	National				Officer Markets (HSM + CM)																	
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
STRONGLY DISAGR	2.2	2.5	1.9	0.0	0.6	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	6.7	0.0	0.0	0.0
DISAGREE	9.7	12.1	6.5	2.1	3.4	0.0	4.3	3.2	3.9	1.5	2	0.0	3.7	0.0	8.5	3.1	3.9	0.0	6.4	0.0	20.8	
NEITHER	25.5	25.6	25.4	22.0	23.0	18.0	21.8	22.8	21.1	23.0	20.7	29.1	33.2	29.3	38.4	11.7	13.7	4.4	35.7	37.6	31.5	
AGREE	42.4	46.5	36.8	41.8	40.4	35.4	41.5	40.4	41.5	58.0	55.2	65.7	41.8	42.1	41.5	29.0	33.8	11.3	41.8	44.5	35.6	
STRONGLY AGREE	20.1	13.3	29.4	34.0	32.7	46.6	32.4	32.7	33.4	17.5	22.1	5.2	21.3	28.6	11.6	54.8	48.6	77.6	16.1	17.9	12.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	99	53	46	100	146	4	29	83	27	39	28	11	39	23	16	44	34	10	24	15	9	

MISSING DATA SUMMARY (Unweighted count)		1953
Randomizat on/rotation	Instrument change	0
Other		0
Total missing		1953

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NIS, not in service or IEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	Definitely
+	Probably
-	Probably not
--	Definitely not

# YMLEADER -- PE6 DEVELOP LEADERSHIP SKILLS: MARINES (Variable 481)

Responses	National			Officer Markets (HSM + CM)												Region IV		
	College			Total Market			ROTC Course Propensity			Region I			Region II			Region III		
	Total	CI	CM	HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total
STRONGLY DISAGR	3.6	2.7	5.0	2.6	7.7	0.0	1.0	8.9	5.2	0.0	17.1	5.5	7.0	0.0	0.0	0.0	0.0	1.9
DISAGREE	5.8	2.3	11.1	4.2	0.0	1.9	6.7	11.0	4.4	0.0	14.4	1.9	2.4	0.0	0.0	0.0	0.0	21.6
NEITHER	15.4	18.3	11.0	21.0	0.0	9.2	23.5	21.5	24.2	27.6	16.3	12.3	15.9	0.0	23.0	22.0	26.0	13.3
AGREE	49.9	52.2	46.4	33.3	8.4	43.8	42.7	28.5	38.0	42.2	28.3	39.1	31.1	66.9	27.0	27.6	25.1	44.7
STRONGLY AGREE	25.3	24.5	26.6	38.9	84.0	45.1	26.1	30.1	28.3	30.2	23.8	41.2	43.6	33.1	50.0	50.4	48.9	18.5
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	75	49	26	109	8	34	59	32	33	25	8	45	37	8	32	26	6	25

MISSING DATA SUMMARY (Unweighted count)		1968
Randomization/rotation		0
Instrument change		0
Other		
Total missing		1968

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	--- = Probably not
+ = Probably	--- = Definitely not

**YFLEADER -- PE6 DEVELOP LEADERSHIP SKILLS: AIR FORCE (Variable 482)**

Responses	National			Officer Markets (HSM + CM)																		
	College			Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
STRONGLY DISAGR	0.8	0.0	1.7	1.1	1.3	0.0	0.0	1.8	1.6	2.7	3.7	0.0	1.7	0.0	5.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DISAGREE	7.0	3.4	11.3	5.7	7.3	0.0	5.3	6.2	14.2	9.7	5.8	20.5	10.7	9.4	13.4	4.8	4.8	4.7	0.0	0.0	0.0	0.0
NEITHER	20.1	21.0	19.0	16.3	17.0	6.3	12.2	14.1	31.9	18.7	17.7	21.6	16.3	21.4	5.9	9.6	5.2	22.3	28.9	25.2	38.1	38.1
AGREE	41.6	47.2	35.1	50.3	45.9	55.9	46.2	49.2	32.4	39.5	41.3	34.8	34.8	41.7	20.8	63.2	65.4	56.9	48.7	55.7	31.6	31.6
STRONGLY AGREE	30.4	28.3	32.9	26.7	28.5	37.8	36.3	28.7	19.9	29.2	31.5	23.1	36.4	27.5	54.7	22.4	24.6	16.2	22.4	19.1	30.4	30.4
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	115	67	48	114	162	7	30	87	33	45	32	13	52	34	18	43	32	11	22	16	6	6

MISSING DATA SUMMARY (Unweighted count)	1923
Randomization/rotation	0
Instrument change	0
Other	
Total missing	1923

**NATIONAL SAMPLES**

16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, and not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

CI -- College Influencers: college juniors and seniors  
CM -- College Market: freshmen and sophomores in 4-year colleges  
HSM -- High School Market: college-oriented high school juniors and seniors

**OFFICER MARKETS (HSM + CM)**

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one *collegiate course offered by Army ROTC*.

++ = Definitely      + = Probably not  
+ = Probably      -- = Definitely not

YSLEADER -- PE6 DEVELOP LEADERSHIP SKILLS: MILITARY (Variable 483)

Responses	National			Officer Markets (HSM + CM)												Region IV		
	College			Total			Region I			Region II			Region III			Region IV		
	Total	CI	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGREE	1.4	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DISAGREE	3.9	6.8	1.0	1.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
NEITHER	17.7	17.7	17.6	13.4	15.0	5.7	6.8	12.8	32.2	16.0	14.5	26.8	9.0	12.1	6.8	23.2	12.0	38.3
AGREE	44.2	51.7	36.8	37.2	37.1	40.5	34.2	36.7	39.2	32.3	26.4	73.2	39.9	52.4	30.8	33.2	50.1	10.7
STRONGLY AGREE	32.8	23.7	41.7	48.2	45.7	53.8	50.5	50.5	24.0	51.7	59.1	0.0	47.9	31.6	59.8	41.1	36.0	47.8
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	91	56	35	94	129	6	28	70	21	36	32	4	34	21	13	38	28	10

MISSING DATA SUMMARY (Unweighted count)		1967
Randomization/rotation	Instrument change	0
Other		0
Total missing		1967

NATIONAL SAMPLES	
16- to 24-year-old males living in continental U.S. who are NPS, not in service or OEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YNHITECH -- PE6 USE HIGH-TECH EQUIPMENT: NAVY (Variable 484)

Responses	National										Officer Markets (HSM + CM)											
	College				RTDC Course Propensity						Region I			Region II			Region III			Region IV		
	Total	CI	CM	HSM	Total	Market	++	+	-	---	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
	0.6	1.0	0.0	0.8	0.6	0.6	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	1.8	0.0	0.0	0.0	0.0
STRONGLY DISAGR	3.9	2.5	5.7	0.4	2.0	2.0	0.0	0.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.0	0.0	9.9	0.0	32.3
DISAGREE	22.7	29.3	13.6	14.8	14.5	14.5	18.0	13.0	14.9	15.0	5.8	5.0	7.9	29.9	29.4	30.6	6.4	8.1	0.0	24.5	30.4	11.2
NEITHER	41.7	46.7	34.9	36.0	35.7	35.7	35.4	22.2	35.5	44.2	51.0	49.3	55.7	29.3	31.1	26.9	31.9	29.9	39.3	32.9	39.3	18.4
AGREE	31.2	20.6	45.7	47.9	47.3	47.3	46.6	61.7	46.2	40.8	43.2	45.7	36.5	40.8	39.4	42.5	59.6	59.2	60.7	32.7	30.3	38.1
STRONGLY AGREE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total weighted percent	99	53	46	100	146	146	4	29	83	27	39	28	11	39	23	16	44	34	10	24	15	9
Total sample size																						

MISSING DATA SUMMARY (Unweighted count)		1953
Randomization/rotation	Instrument change	0
Other		0
Total missing		1953

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or NRP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	--- = Definitely not



# YMHTECH -- PE6 USE HIGH-TECH EQUIPMENT: MARINES (Variable 485)

Response	National			Officer Markets (HSM + CM)												Region IV		
	College			Region I			Region II			Region III			Region IV			Region V		
	Total	CI	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	4.4	2.7	7.0	4.2	3.2	5.2	5.2	0.0	17.1	6.0	5.2	8.5	0.0	0.0	0.0	5.8	8.3	0.0
DISAGREE	6.5	3.8	10.4	9.4	9.0	12.2	12.2	17.6	0.0	6.4	3.1	17.7	11.8	7.3	26.0	7.1	10.1	0.0
NEITHER	26.7	27.1	26.2	21.1	19.3	24.9	24.9	22.3	30.7	14.6	16.3	8.8	7.2	9.6	0.0	43.5	34.0	65.6
AGREE	40.9	41.1	40.7	32.1	29.0	53.0	47.4	30.9	13.6	27.0	22.5	37.3	34.6	34.1	36.4	28.1	25.4	34.4
STRONGLY AGREE	20.6	25.2	13.7	32.6	39.4	39.3	37.5	32.5	28.1	28.6	37.6	8.2	46.3	49.1	37.7	15.5	22.1	0.0
Don't Know	0.8	0.0	1.9	0.5	0.0	0.0	0.0	1.3	0.0	2.0	0.0	6.7	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	75	49	26	135	109	8	34	59	32	33	25	8	45	37	8	25	21	4

MISSING DATA SUMMARY (Unweighted count)		1968
Randomization/rotation		0
Instrument change		0
Other		0
Total missing		1968

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
++ = Definitely	-- = Probably not
++ = Definitely	-- = Probably not

# YFHITECH -- PE6 USE HIGH-TECH EQUIPMENT: AIR FORCE (Variable 486)

Responses	National															Officer Markets (HSM + CM)											
	College			Total Market	ROTC Course Propensity						Region I			Region II			Region III			Region IV							
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM						
STRONGLY DISAGR	0.5	0.9	0.0	1.1	0.8	0.0	0.0	1.5	0.0	2.7	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
DISAGREE	5.1	3.5	7.0	2.0	3.4	0.0	2.6	4.7	1.8	6.2	2.1	17.4	2.1	0.0	6.4	3.6	4.9	0.0	0.0	0.0	0.0						
NEITHER	17.0	13.2	21.6	7.4	11.4	0.0	3.0	15.9	10.4	7.8	2.3	22.9	12.9	11.3	16.1	6.7	2.8	17.7	24.9	19.5	38.1						
AGREE	40.7	43.2	37.7	33.2	34.5	26.4	26.6	33.0	41.7	37.9	33.8	49.2	31.9	36.3	22.8	36.8	39.1	30.3	28.3	14.6	61.9						
STRONGLY AGREE	36.7	39.2	33.8	56.3	49.9	73.6	67.9	45.0	46.1	45.4	58.1	10.5	53.1	52.4	54.7	52.9	53.2	52.0	46.8	65.8	0.0						
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0						
Total sample size	115	67	48	114	162	7	30	87	33	45	32	13	52	34	18	43	32	11	22	16	6						

MISSING DATA SUMMARY (Unweighted count)		
Randomization/rotation	1923	0
Instrument change	0	0
Other	0	0
Total missing	1923	0

## NATIONAL SAMPLES

16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:  
 CI --- College Influencers: college juniors and seniors  
 CM --- College Market: freshmen and sophomores in 4-year colleges  
 HSM --- High School Market: college-oriented high school juniors and seniors

## OFFICER MARKETS (HSM + CM)

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:  
 ++ = Definitely  
 + = Probably  
 -- = Definitely not  
 --- = Definitely not

# YSHITECH -- PE6 USE HIGH-TECH EQUIPMENT: MILITARY (Variable 487)

Responses	National			Officer Markets (HSM + CM)									
	College			Total Market	Region I			Region II			Region III		
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	0.5	0.0	0.9	0.0	0.4	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0
DISAGREE	2.2	4.6	0.0	1.4	0.8	0.0	2.7	0.0	2.4	0.0	1.6	2.8	0.0
NEITHER	21.1	22.0	20.1	9.0	13.2	0.0	6.1	18.6	6.4	10.8	5.2	49.9	14.9
AGREE	49.3	51.3	47.4	41.1	43.5	57.9	54.0	32.0	66.9	36.2	34.2	50.1	50.7
STRONGLY AGREE	26.9	22.2	31.5	48.6	42.1	42.1	37.2	49.4	22.1	53.0	60.6	0.0	27.3
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	91	56	35	94	129	6	28	70	21	36	32	4	34

MISSING DATA SUMMARY (Unweighted count)		1967
Randomization/rotation	Instrument change	0
Other		0
Total missing		1967

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YNCIVCAR -- PE6 CIVILIAN CAREER DEVELOP: NAVY (Variable 488)

Responses	National			Officer Markets (HSM + CM)												Region IV		
	College			Total			Region I			Region II			Region III			Region IV		
	Total	CI	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	6.8	10.3	1.9	1.1	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DISAGREE	16.6	22.8	8.0	5.3	6.1	0.0	4.3	7.3	3.1	1.9	2.6	0.0	11.7	4.7	21.0	3.9	3.9	4.0
NEITHER	40.6	40.6	40.5	36.6	37.7	10.4	39.2	38.4	39.2	55.5	58.5	47.5	42.1	42.2	41.8	19.2	19.6	17.9
AGREE	24.5	18.4	32.8	28.1	29.4	54.2	21.9	26.7	40.1	26.7	19.9	45.3	20.7	23.0	17.8	33.3	29.3	48.0
STRONGLY AGREE	9.7	4.6	16.7	28.9	25.4	35.4	34.6	25.4	17.6	12.2	14.1	7.2	25.5	30.0	19.4	42.1	47.1	23.4
Don't Know	1.9	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	99	53	46	100	146	4	29	83	27	39	28	11	39	23	16	44	34	10

MISSING DATA SUMMARY (Unweighted count)		1953
Randomization/rotation	Instrument change	0
Other		0
Total missing		1953

NATIONAL SAMPLES	
16- to 24-year-old males living in Continental US, who are NPS, not in service of IRT, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ -- Definitely	Probably not
+ -- Probably	Definitely not

# YMCIVCAR -- PE6 CIVILIAN CAREER DEVELOP: MARINES (Variable 489)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
STRONGLY DISAGR	7.1	2.7	13.5	9.1	10.3	7.7	7.1	5.7	21.3	15.4	11.2	25.0	7.2	9.3	0.0	16.5	13.5	26.0	0.0	0.0	0.0
DISAGREE	21.6	19.3	25.0	6.0	11.1	0.0	6.9	11.2	16.9	9.0	0.0	29.5	13.4	12.2	17.6	4.6	6.0	0.0	18.9	4.2	53.0
NEITHER	38.7	55.9	13.3	32.5	27.4	8.4	30.2	31.8	20.2	30.0	36.3	15.6	23.9	26.1	15.5	17.6	20.6	8.1	41.7	54.2	12.6
AGREE	28.3	20.8	39.4	31.5	33.6	29.9	38.9	36.2	27.2	26.2	37.7	0.0	38.1	30.1	65.9	45.3	38.7	65.9	21.4	15.9	34.4
STRONGLY AGREE	4.3	1.3	8.7	20.9	17.7	54.1	16.8	15.1	14.4	19.4	14.8	29.8	17.4	22.4	0.0	16.0	21.2	0.0	18.0	25.7	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	75	49	26	109	135	8	34	59	32	33	25	8	45	37	8	32	26	6	25	21	4

MISSING DATA SUMMARY (Unweighted count)		
Randomization/rotation	1968	
Instrument change	0	
Other	0	
Total missing	1968	

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YFCIVCAR -- PE6 CIVILIAN CAREER DEVELOP: AIR FORCE (Variable 490)

Responses	National										Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
STRONGLY DISAGR	4.3	4.6	4.0	0.9	1.8	0.0	0.0	2.2	2.6	1.3	0.0	4.8	4.8	3.2	8.0	0.0	0.0	0.0	0.0	0.0	0.0	
DISAGREE	13.9	12.4	15.5	8.6	10.6	0.0	7.7	7.1	25.8	17.7	10.0	38.6	10.9	14.1	4.5	7.2	5.0	13.7	2.0	2.8	0.0	
NEITHER	42.3	47.8	35.9	31.7	32.9	0.0	22.3	40.2	29.6	28.1	30.4	21.8	24.5	22.6	28.4	41.1	35.4	57.1	44.3	44.5	43.9	
AGREE	25.6	21.7	30.2	41.6	38.4	75.1	41.4	35.0	37.6	42.2	44.9	34.8	37.0	41.6	27.6	37.4	46.0	13.0	34.9	26.3	56.1	
STRONGLY AGREE	13.8	13.4	14.4	17.1	16.3	24.9	28.6	15.5	4.4	10.7	14.7	0.0	22.8	18.5	31.5	14.3	13.6	16.2	18.8	26.5	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	115	67	48	114	162	7	30	87	33	45	32	13	52	34	18	43	32	11	22	16	6	

MISSING DATA SUMMARY (Unweighted count)		1923
Randomization/rotation	Instrument change	0
Other	Total missing	1923

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or INP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	++ = Probably not
+ = Probably	+ = Definitely not

# YSCIVCAR -- PE6 CIVILIAN CAREER DEVELOP: MILITARY (Variable 491)

Responses	National			Officer Markets (HSM + CM)																
	College			Total Market	Region I			Region II			Region III			Region IV						
	Total	CI	CM		RTTC Course Propensity			Total			Total			Total						
					++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
STRONGLY DISAGR	4.9	7.0	2.8	1.5	2.0	0.0	4.3	1.5	2.2	3.1	3.5	0.0	1.5	0.0	2.6	0.0	0.0	4.1	0.0	8.6
DISAGREE	16.6	22.3	11.1	8.6	9.5	0.0	10.6	6.6	22.7	10.0	11.4	0.0	7.8	7.0	8.5	7.1	10.0	3.2	14.9	0.0
NEITHER	41.3	43.0	39.7	32.6	35.3	5.7	30.9	39.8	29.7	33.3	25.5	87.2	22.3	36.9	11.5	40.8	36.1	47.0	47.8	41.8
AGREE	33.4	22.6	43.8	36.9	39.5	32.3	43.0	40.4	39.0	40.3	44.2	12.8	54.0	31.9	70.2	33.1	20.6	49.7	28.6	49.4
STRONGLY AGREE	3.8	5.0	2.6	20.4	13.6	62.0	11.1	11.7	6.5	13.4	15.3	0.0	14.4	24.2	7.2	19.0	33.3	0.0	4.6	8.8
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	91	56	35	94	129	6	28	70	21	36	32	4	34	21	13	38	28	10	21	13

MISSING DATA SUMMARY (Unweighted count)		
Randomization/rotation	1967	0
Instrument change	0	0
Other	0	0
Total missing	1967	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are ROTC, not in service or ROTC, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	++ = Definitely not
+	+
- = Probably	- = Probably not
-- = Definitely	-- = Definitely not

# YNSELCON -- PE6 DEVELOP SELF-CONFIDENCE: NAVY (Variable 492)

Responses	National			Officer Markets (HSM + CM)											
	College		Total Market	Region I			Region II			Region III			Region IV		
	Total	CI		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	3.9	5.3	1.9	1.9	1.9	0.0	3.6	5.0	0.0	0.0	0.0	0.0	2.8	1.8	6.7
DISAGREE	12.1	15.8	6.9	4.0	2.8	0.0	5.9	8.0	0.0	1.4	0.0	3.3	1.8	2.3	0.0
NEITHER	27.2	34.1	17.7	20.5	21.6	0.0	12.6	15.7	4.2	31.9	28.4	36.5	12.8	13.9	8.4
AGREE	42.3	39.1	46.6	41.4	39.3	0.0	59.4	47.9	90.6	47.6	46.9	48.6	21.9	25.1	10.4
STRONGLY AGREE	14.6	5.7	26.8	32.2	34.4	0.0	18.5	23.5	5.2	19.1	24.8	11.6	60.6	56.9	74.5
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	99	53	46	146	100	100	39	28	11	39	23	16	44	34	10

MISSING DATA SUMMARY (Unweighted count)		
Randomization/rotation	1953	
Instrument change	0	
Other	0	
Total missing	1953	

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DRP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++	Definitely
+	Probably
---	Probably not
---	Definitely not



YMSELCON -- PE6 DEVELOP SELF-CONFIDENCE: MARINES (Variable 493)

Responses	National			Officer Markets (HSM + CM)									
	College			Total		Propensity		Region I		Region II		Region III	
	Total	CI	CM	HSM	Market	++	+	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	4.5	2.7	7.3	2.5	3.8	0.0	0.0	7.6	0.0	25.0	2.3	3.0	0.0
DISAGREE	6.7	9.6	2.5	2.6	2.6	7.7	0.0	4.3	2.4	8.4	3.2	4.1	0.0
NEITHER	14.9	18.5	9.5	14.3	13.1	0.0	7.8	15.2	15.5	14.4	9.0	11.5	0.0
AGREE	50.4	45.0	58.5	38.4	43.7	13.7	50.3	30.0	33.4	22.3	41.7	41.3	43.0
STRONGLY AGREE	23.4	24.2	22.3	42.2	36.9	78.7	41.9	43.0	48.7	29.8	43.9	40.1	57.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	75	49	26	109	135	8	34	33	25	8	45	37	8

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1968
Instrument change	0
Other	0
Total missing	1968

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC.	
++	Definitely
+	Probably
--	Definitely not

YFSELCON -- PE6 DEVELOP SELF-CONFIDENCE: AIR FORCE (Variable 494)

Responses	National						Officer Markets (HSM + CM)														
	College			%SM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	3.4	1.3	5.7	0.0	1.6	15.4	0.0	1.1	1.8	1.3	0.0	4.8	4.4	0.0	13.4	0.0	0.0	0.0	0.0	0.0	0.0
DISAGREE	0.0	0.0	0.0	6.3	4.5	0.0	7.7	2.6	8.4	5.6	7.7	0.0	9.8	14.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
NEITHER	26.8	24.2	29.9	19.4	22.4	0.0	16.1	22.5	30.1	28.6	21.5	48.1	17.5	22.3	7.7	22.9	16.7	40.7	18.3	14.7	27.2
AGREE	53.7	56.1	50.9	44.6	46.4	68.8	44.1	45.8	45.9	40.6	40.4	41.1	38.4	33.8	47.8	59.4	61.6	53.2	49.5	40.0	72.8
STRONGLY AGREE	16.1	18.4	13.5	29.8	25.1	15.9	32.1	27.9	13.7	23.9	30.4	6.0	29.9	29.3	31.2	17.6	21.6	6.2	32.1	45.3	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	115	67	48	114	162	7	30	87	33	45	32	13	52	34	18	43	32	11	22	16	6

MISSING DATA SUMMARY (Unweighted count)		1973
Randomization/rotation	Instrument change	0
Other		0
Total missing		1923

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Definitely not
+ = Probably	--- = Definitely not

YSELCON -- PE6 DEVELOP SELF-CONFIDENCE: MILITARY (Variable 495)

Responses	National										Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
STRONGLY DISAGR	3.0	3.1	2.8	0.6	1.5	0.0	4.3	0.0	4.5	0.0	0.0	0.0	3.1	3.9	2.6	0.0	0.0	0.0	4.1	0.0	8.6	
DISAGREE	9.6	14.4	4.9	4.5	4.6	0.0	4.2	2.5	14.6	13.1	9.3	39.5	0.0	0.0	0.0	2.5	2.0	3.2	0.0	0.0	0.0	
NEITHER	17.5	13.5	21.4	16.2	18.2	5.7	22.8	20.0	12.7	12.7	11.2	23.2	5.5	8.7	3.2	24.6	19.7	31.3	34.7	32.7	36.9	
AGREE	54.1	55.1	53.1	36.3	42.7	0.0	25.9	48.0	49.4	38.1	38.2	37.3	55.1	34.9	70.0	39.2	37.7	41.1	39.0	30.0	48.9	
STRONGLY AGREE	15.9	13.9	17.7	42.4	33.0	94.3	42.8	29.6	18.8	36.2	41.4	0.0	36.2	52.5	24.3	33.7	40.6	24.3	22.2	37.3	5.6	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	91	56	35	94	129	6	28	70	21	36	32	4	34	21	13	38	28	10	21	13	8	

MISSING DATA SUMMARY (Unweighted count)		1967
Randomization/rotation	Instrument change	0
Other		0
Total missing		1967

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YNPOTEN -- PE6 DEVELOP YOUR POTENTIAL: NAVY (Variable 496)

Responses	National			Officer Markets (HSM + CM)											
	College			Total Market			Region I			Region II			Region III		
	Total	CI	CM	HSM	++	+	0.0	1.6	2.7	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	3.7	5.0	1.9	1.3	0.0	0.0	1.7	2.4	0.0	0.0	0.0	0.0	1.4	0.0	6.7
DISAGREE	19.8	28.4	8.0	2.3	0.0	0.0	3.9	5.0	0.0	5.7	0.0	13.2	1.1	1.5	0.0
NEITHER	31.1	34.3	26.6	29.0	0.0	36.9	28.3	25.8	28.1	38.8	39.2	38.3	22.6	24.9	14.3
AGREE	34.3	26.1	45.5	30.4	18.0	36.5	34.8	33.0	42.1	31.1	35.2	25.7	25.7	19.6	48.0
STRONGLY AGREE	11.2	6.2	17.9	37.0	82.0	26.6	31.5	35.7	19.1	24.4	25.6	22.8	49.1	54.0	31.1
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	99	53	46	100	4	29	146	83	27	39	23	16	44	34	10

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	1953
Instrument change	0
Other	0
Total missing	1953

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI	-- College Influencers: college juniors and seniors
CM	-- College Market: freshmen and sophomores in 4-year colleges
HSM	-- High School Market: college-oriented high school juniors and seniors

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	= Definitely
+	= Probably
-	= Probably not
--	= Definitely not

# YMPOTEN -- PE6 DEVELOP YOUR POTENTIAL: MARINES (Variable 497)

Responses	National						Officer Markets (HSM + CM)														
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	6.7	6.3	7.3	3.8	4.7	0.0	2.0	3.1	11.2	7.6	0.0	25.0	3.7	4.8	0.0	2.1	2.7	0.0	5.8	8.3	0.0
DISAGREE	7.4	9.6	4.1	3.0	3.3	7.7	0.0	4.5	4.1	4.5	6.4	0.0	5.7	2.3	17.3	0.0	0.0	0.0	2.9	4.2	0.0
NEITHER	25.8	24.5	27.8	19.7	21.9	0.0	18.3	28.1	17.4	21.8	21.3	22.8	19.0	19.2	18.4	14.0	15.8	8.1	36.1	24.0	64.2
AGREE	41.3	42.9	38.9	34.9	36.0	8.4	33.3	31.6	53.8	35.3	43.9	15.6	26.5	29.3	16.9	50.5	37.2	91.9	31.2	29.2	35.8
STRONGLY AGREE	18.0	16.7	20.0	38.6	33.6	84.0	46.5	31.4	13.6	28.9	28.4	29.8	45.1	44.5	47.3	33.5	44.2	0.0	23.9	34.2	0.0
Don't Know	0.8	0.0	1.9	0.0	0.5	0.0	0.0	1.3	0.0	2.0	0.0	6.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	75	49	26	109	135	8	34	59	32	33	25	8	45	37	8	32	26	6	25	21	4

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	1968
Instrument change	0
Other	0
Total missing	1968

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+	= Probably
--	= Definitely not

YFPOTEN -- PE6 DEVELOP YOUR POTENTIAL: AIR FORCE (Variable 498)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	1.3	1.3	1.3	0.0	0.4	0.0	0.0	1.8	1.3	0.0	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DISAGREE	12.4	7.5	18.2	5.5	9.1	0.0	8.5	10.2	9.7	10.1	3.9	27.2	9.8	10.1	9.1	11.6	4.9	31.0	1.0	1.4	0.0
NEITHER	27.9	31.2	24.1	21.8	22.4	0.0	6.7	23.5	40.0	24.3	19.0	39.0	18.4	23.4	8.2	25.0	26.7	20.1	21.5	14.7	38.1
AGREE	43.1	46.6	39.0	43.8	42.4	39.4	50.1	42.0	30.8	42.0	49.0	23.0	44.7	37.1	60.4	41.2	44.1	32.7	41.0	44.9	31.6
STRONGLY AGREE	15.3	13.4	17.5	29.0	25.7	60.6	34.6	24.4	17.6	22.2	28.1	6.0	27.1	29.4	22.3	22.2	24.3	16.2	36.6	39.1	30.4
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	115	67	48	114	162	7	30	87	33	45	32	13	52	34	18	43	32	11	22	16	6

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	1923
Instrument change	0
Other	0
Total missing	1923

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
(Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	--- = Probably not
+	--- = Definitely not

# YSPOTEN -- PE6 DEVELOP YOUR POTENTIAL: MILITARY (Variable 499)

Responses	National			Officer Markets (HSM + CM)											
	College			Total Market			Region I			Region II			Region III		
	Total	CI	CM	HSM	Total	Market	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGREE	2.4	2.0	2.8	0.0	1.1	0.0	0.0	0.0	0.0	1.5	0.0	2.6	0.0	0.0	4.1
DISAGREE	7.0	10.2	3.9	1.4	2.3	0.0	2.7	2.5	2.4	1.6	3.9	0.0	1.6	2.8	0.0
NEITHER	35.5	38.6	32.6	19.8	24.7	5.7	29.6	24.9	27.3	20.5	10.0	28.2	19.4	14.8	25.6
AGREE	43.7	43.0	44.3	41.9	42.8	0.0	25.8	43.6	59.3	33.1	37.8	0.0	53.5	52.7	54.5
STRONGLY AGREE	11.3	6.2	16.4	36.9	29.1	94.3	37.7	29.0	8.8	33.3	45.7	24.3	25.5	29.7	19.9
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	91	56	35	94	129	6	28	70	21	34	21	13	38	28	10

MISSING DATA SUMMARY (Unweighted count)		
Randomization/rotation	1967	
Instrument change	0	
Other	0	
Total missing	1967	

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or RPT, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YNMENTAL -- PE6 MENTALLY CHALLENGING: NAVY (Variable 500)

Responses	Officer Markets (HSM + CM)																							
	National				Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV						
	College		HSM	+ +		+ -	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM					
	Total	CI		CM																				
STRONGLY DISAGREE	3.4	4.4	1.9	0.5	0.9	0.0	0.0	1.6	0.0	1.7	2.4	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	6.7	0.0	0.0	0.0	
DISAGREE	8.7	12.6	3.3	2.7	2.9	0.0	0.0	3.0	5.5	0.0	0.0	0.0	1.5	0.0	3.6	4.0	5.0	0.0	5.8	3.0	12.2	5.8	3.0	12.2
NEITHER	34.5	44.4	20.8	27.4	25.5	18.0	20.1	25.1	30.8	24.6	23.6	27.1	35.5	43.3	25.1	10.7	12.4	4.4	48.4	55.5	32.3	48.4	55.5	32.3
AGREE	40.8	29.9	55.8	28.7	36.5	35.4	48.8	27.7	51.8	52.0	46.5	66.7	45.4	38.6	54.4	27.9	22.0	49.7	24.7	11.1	55.5	24.7	11.1	55.5
STRONGLY AGREE	12.6	8.6	18.1	40.6	34.1	46.6	31.2	42.6	11.9	21.7	27.5	6.2	17.6	18.1	16.9	56.0	60.6	39.3	21.1	30.4	0.0	21.1	30.4	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	99	53	46	100	146	4	29	83	27	39	28	11	39	23	16	44	34	10	24	15	9	24	15	9

MISSING DATA SUMMARY (Unweighted count)		
Randomization/rotation	1953	
Instrument change	0	
Other	0	
Total missing	1953	

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	= Definitely not
-	= Definitely not



# YMMENTAL -- PE6 MENTALLY CHALLENGING: MARINES (Variable 501)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	7.5	6.2	9.4	4.6	5.9	7.7	2.0	4.4	11.8	7.6	0.0	25.0	9.2	9.3	8.8	2.1	2.7	0.0	3.9	5.6	0.0
DISAGREE	15.6	19.8	9.5	7.7	8.1	0.0	7.8	9.1	9.5	5.1	7.3	0.0	7.9	5.2	17.3	7.3	9.7	0.0	13.4	9.1	23.1
NEITHER	17.5	20.1	13.6	20.3	18.5	8.4	16.9	21.1	14.4	30.5	27.8	36.7	13.9	17.9	0.0	8.7	11.5	0.0	22.6	26.9	12.6
AGREE	38.4	41.6	33.5	27.8	29.3	20.1	30.6	25.2	37.9	24.8	31.9	8.4	20.5	21.6	16.9	36.4	31.7	51.1	38.1	26.8	64.2
STRONGLY AGREE	21.1	12.3	34.0	39.6	38.1	63.9	42.8	40.2	26.4	32.0	32.9	29.8	48.5	46.0	57.0	45.5	44.4	48.9	22.1	31.6	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	75	49	26	109	135	8	34	59	32	33	25	8	45	37	8	32	26	6	25	21	4

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1968
Instrument change	0
Other	0
Total missing	1968

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity: --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	--- = Probably not
+ = Probably	-- = Definitely not

# YFMENTAL -- PE6 MENTALLY CHALLENGING: AIR FORCE (Variable 502)

Responses	National										Officer Markets (HSM + CM)													
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV						
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
STRONGLY DISAGR	2.2	0.0	4.8	0.2	1.5	0.0	0.8	1.8	1.8	4.7	0.0	17.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.4	0.0	
DISAGREE	5.4	7.2	3.2	5.2	4.6	0.0	2.0	4.6	8.4	7.6	9.5	2.4	3.0	3.2	2.7	4.4	3.6	6.8	2.0	2.8	0.0	2.0	2.8	0.0
NEITHER	27.1	23.7	31.1	19.2	22.6	0.0	21.1	23.9	25.5	25.1	20.1	38.9	24.2	26.5	19.5	20.2	12.5	42.4	18.9	16.9	23.9	18.9	16.9	23.9
AGREE	37.7	43.0	31.4	38.9	36.7	30.0	24.7	34.8	50.8	30.3	30.2	30.8	29.9	36.7	16.1	44.3	47.6	34.6	49.3	44.2	61.9	49.3	44.2	61.9
STRONGLY AGREE	27.7	26.2	29.4	36.5	34.5	70.0	51.3	34.9	13.4	32.3	40.2	10.5	42.8	33.6	61.8	31.1	36.3	16.2	28.8	34.7	14.2	28.8	34.7	14.2
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	115	67	48	114	162	7	30	87	33	45	32	13	52	34	18	43	32	11	22	16	6	22	16	6

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1923
Instrument change	0
Other	0
Total missing	1923

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YSMENTAL -- PEG MENTALLY CHALLENGING: MILITARY (Variable 503)

Responses	National										Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
STRONGLY DISAGR	3.6	5.4	2.0	0.0	0.7	0.0	2.3	0.0	2.2	0.0	0.0	0.0	1.5	0.0	2.6	1.4	0.0	3.2	0.0	0.0	0.0	
DISAGREE	7.9	12.8	3.2	5.8	4.8	0.0	4.5	1.7	18.2	11.5	9.3	26.8	1.6	3.9	0.0	2.7	4.8	0.0	1.2	0.0	2.5	
NEITHER	28.2	29.5	26.9	31.5	29.8	5.7	20.4	32.0	37.0	31.2	30.4	37.3	32.5	30.6	34.0	18.7	23.7	12.1	40.7	49.2	31.3	
AGREE	44.2	41.8	46.5	32.1	37.6	40.5	51.3	36.1	30.4	28.9	27.9	36.0	39.6	40.3	39.1	37.2	31.8	44.5	49.9	35.2	66.2	
STRONGLY AGREE	16.1	10.6	21.4	30.6	27.1	53.8	21.5	30.2	12.1	28.4	32.5	0.0	24.7	25.2	24.3	39.9	39.7	40.1	8.2	15.6	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	91	56	35	94	129	6	28	70	21	36	32	4	34	21	13	38	28	10	21	13	8	

MISSING DATA SUMMARY (Unweighted count)		1967
Randomization/rotation		0
Instrument change		0
Other		0
Total missing		1967

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
! = Probably	-- = Definitely not

# YNMATURE -- PE6 MATURE AND RESPONSIBLE: NAVY (Variable 504)

Responses	National			Officer Markets (HSM + CM)												Region IV		
	College		Total Market	Region I			Region II			Region III			Region IV			Region V		
	Total	CI		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	5.7	8.4	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DISAGREE	7.5	8.6	5.9	3.7	3.7	0.0	2.7	3.7	0.0	1.4	0.0	3.3	6.0	6.5	4.0	6.4	0.0	20.8
NEITHER	25.4	34.6	12.8	17.2	17.1	9.1	18.9	20.9	13.4	25.7	24.8	26.8	5.7	6.1	4.4	23.3	33.6	0.0
AGREE	41.3	38.1	45.7	34.2	39.2	42.2	45.7	39.5	62.5	50.0	42.4	60.2	20.1	22.7	10.4	51.0	48.5	56.5
STRONGLY AGREE	20.1	10.3	33.7	44.9	39.1	44.8	32.7	35.9	24.1	22.9	32.8	9.8	66.8	64.6	74.5	19.3	17.9	22.7
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	99	53	46	100	146	4	29	83	27	39	28	11	39	23	16	44	34	15

MISSING DATA SUMMARY (Unweighted count)		1953
Randomization/rotation	Instrument change	0
Other		0
Total missing		1953

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DCP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	= Probably not
+ = Probably	-- = Definitely not

# YMMATURE -- PE6 MATURE AND RESPONSIBLE: MARINES (Variable 505)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		H	+	++	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM		
STRONGLY DISAGR	4.5	2.7	7.3	1.9	3.4	0.0	0.0	1.0	11.2	7.6	0.0	25.0	3.7	4.8	0.0	0.0	0.0	0.0	1.9	2.8	0.0
DISAGREE	4.5	7.6	0.0	8.4	6.1	7.7	0.0	8.8	8.6	7.8	11.2	0.0	1.8	2.3	0.0	5.5	7.3	0.0	11.0	15.7	0.0
NEITHER	19.0	26.0	8.8	15.3	13.6	8.4	6.6	17.6	13.0	12.2	14.6	6.7	9.0	11.6	0.0	13.5	17.8	0.0	21.9	18.5	29.8
AGREE	50.2	41.4	63.3	26.0	35.9	0.0	43.4	36.4	36.7	35.7	25.0	60.1	36.4	36.8	35.1	36.5	19.8	88.7	34.6	19.2	70.2
STRONGLY AGREE	21.7	22.4	20.5	48.4	41.0	84.0	50.1	36.2	30.6	36.7	49.2	8.2	49.1	44.5	64.9	44.5	55.1	11.3	30.7	43.9	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	75	49	26	109	135	8	34	59	32	33	25	8	45	37	8	32	26	6	25	21	4

MISSING DATA SUMMARY (Unweighted count)		
Randomization/rotation	1968	
Instrument change	0	
Other	0	
Total missing	1968	

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or IIF, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
+	Definitely
+	Probably
-	Probably not
--	Definitely not

YFMATURE -- PE6 MATURE AND RESPONSIBLE: AIR FORCE (Variable 506)

Responses	National			Officer Markets (HSM + CM)										Region IV		
	College			Total		Region I		Region II		Region III		Region IV		Total		
	Total	CI	CM	HSM	Market	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	CM
STRONGLY DISAGREE	1.8	0.4	3.5	0.0	1.0	1.3	0.0	4.8	2.1	0.0	6.4	0.0	0.0	0.0	0.0	0.0
DISAGREE	6.4	7.6	5.0	8.0	7.1	11.0	9.5	15.0	6.9	9.0	2.7	7.0	9.5	0.0	0.0	0.0
NEITHER	23.0	16.8	30.2	13.2	18.0	21.1	14.8	38.6	11.7	11.9	11.1	14.8	3.7	46.8	30.3	29.7
AGREE	37.1	36.9	37.4	38.8	38.4	48.9	20.8	40.4	35.2	35.1	35.6	49.5	52.8	40.3	29.2	39.9
STRONGLY AGREE	31.6	38.3	23.9	40.0	35.4	51.1	51.9	31.4	31.4	40.6	6.0	43.4	43.1	12.9	40.5	30.4
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	115	67	48	114	162	7	30	87	52	34	18	43	32	11	22	6

MISSING DATA SUMMARY (Unweighted count)		1923
Randomization/rotation	Instrument change	0
Other		0
Total missing		1923

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are MFS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ -- Definitely	-- -- Probably not
+ -- Probably	-- -- Definitely not

# YSMATURE -- PE6 MATURE AND RESPONSIBLE: MILITARY (Variable 507)

Responses	National			Officer Markets (HSM + LM)									
	College			Total Market	Region I			Region II			Region III		
	Total	LI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	1.7	0.6	2.8	0.0	1.1	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0
DISAGREE	2.1	3.7	0.6	2.7	1.9	0.0	0.0	1.6	3.9	0.0	0.0	0.0	0.0
NEITHER	22.0	20.4	23.6	12.9	17.0	6.2	5.2	23.0	12.4	30.7	23.0	20.4	26.4
AGREE	45.1	51.6	38.8	39.8	39.4	5.7	46.1	36.4	46.3	29.2	40.9	46.5	33.4
STRONGLY AGREE	29.0	23.7	34.2	44.5	40.6	94.3	34.0	37.4	37.4	37.4	36.1	33.1	40.1
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	91	56	35	94	129	6	28	34	21	13	38	28	10

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1967
Instrument change	0
Other	0
Total missing	1967

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are MPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	++ = Probably not
+	+
-	-
-- = Definitely not	-- = Definitely not

# YNTRAIN -- PE6 TRAINING IN USEFUL SKILLS: NAVY (Variable 508)

Responses	National					Officer Markets (HSM + CM)																	
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV					
	Total	CI	CM			++	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
STRONGLY DISAGR	1.4	1.0	1.9	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
DISAGREE	9.3	14.2	2.6	4.7	4.1	0.0	4.3	3.9	3.1	4.6	6.3	0.0	5.4	6.2	4.3	3.9	3.9	4.0	2.1	3.0			
NEITHER	30.0	35.6	22.4	21.9	22.1	36.2	16.0	23.4	19.6	25.3	25.0	26.0	34.4	39.7	27.2	11.5	11.8	10.2	26.5	25.4			
AGREE	37.0	37.6	36.1	38.9	38.1	53.4	38.4	37.3	40.0	54.7	51.8	62.5	23.1	20.4	26.6	30.3	34.4	15.0	54.3	53.0			
STRONGLY AGREE	22.4	11.7	37.0	34.4	35.2	10.4	41.3	34.4	37.3	15.4	16.9	11.4	37.1	33.6	41.8	52.9	49.9	64.0	17.2	18.7			
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
Total sample size	99	53	46	100	146	4	29	83	27	39	28	11	39	23	16	44	34	10	24	15			

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1953
Instrument change	0
Other	0
Total missing	1953

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not



YMTRAIN -- PE6 TRAINING IN USEFUL S

MARINES (Variable 509)

Responses	National			Officer Markets (HSM + CM)												Region IV		
	College			Region I			Region II			Region III			Region IV			Region V		
	Total	CI	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	1.6	2.7	0.0	4.5	3.3	0.0	0.0	0.0	0.0	7.6	9.8	0.0	0.0	0.0	0.0	5.8	8.3	0.0
DISAGREE	8.0	6.4	10.4	8.5	9.0	7.7	4.7	11.3	11.0	14.5	13.6	17.5	10.9	6.0	26.0	8.1	11.6	0.0
NEITHER	35.9	32.6	40.9	24.6	28.9	8.4	18.2	33.9	35.1	46.8	33.9	76.2	21.1	22.4	16.8	17.4	19.8	10.2
AGREE	50.4	53.1	46.4	26.1	31.4	26.4	38.5	29.9	27.9	19.4	21.1	15.6	33.9	24.7	65.8	35.6	26.6	63.9
STRONGLY AGREE	2.5	2.6	2.4	36.4	27.3	57.6	38.6	21.9	18.0	32.1	42.6	8.2	22.9	29.5	0.0	36.1	47.6	0.0
Don't Know	1.6	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	75	49	26	109	135	8	34	59	32	33	25	8	45	37	8	32	26	6

MISSING DATA SUMMARY (unweighted count)		1968
Randomization/rotation		0
Instrument change		0
Other		0
Total missing		1968

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or OEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	= Definitely not

YFTRAIN -- PE6 TRAINING IN USEFUL SKILLS: AIR FORCE (Variable 510)

Responses	National			Officer Markets (HSM + CM)											
	College			Total Market			Region I			Region II			Region III		
	Total	CI	CM	HSM	Total	Market	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	1.0	1.8	0.0	0.5	0.3	0.0	0.0	0.0	0.0	1.2	1.7	0.0	0.0	0.0	0.0
DISAGREE	9.1	9.6	8.5	1.9	3.8	0.0	0.0	0.0	0.0	3.9	2.6	6.4	2.0	0.3	6.8
NEITHER	31.4	26.4	37.3	20.8	25.5	0.0	15.2	27.1	37.3	16.9	14.7	21.4	29.9	24.8	44.3
AGREE	32.5	40.2	23.6	43.3	37.7	13.5	48.3	37.6	33.0	39.9	50.9	17.4	38.3	43.7	23.0
STRONGLY AGREE	26.0	22.0	30.6	33.4	32.6	86.5	36.6	29.6	25.0	38.1	30.0	54.7	29.8	31.2	25.9
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	115	67	48	114	162	7	30	87	33	52	34	18	43	32	11

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1923
Instrument change	0
Other	0
Total missing	1923

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or NIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI	-- College Influencers: college juniors and seniors
CM	-- College Market: freshmen and sophomores in 4-year colleges
HSM	-- High School Market: college-oriented high school juniors and seniors

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix IV) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	= Definitely
+	= Probably
--	= Definitely not

# YSTRAIN -- PE6 TRAINING IN USEFUL SKILLS: MILITARY (Variable 511)

Responses	National				Officer Markets (HSM + CM)																	
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM			++	+	0	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	2.0	3.1	0.9	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DISAGREE	4.6	5.3	3.9	2.8	3.2	0.0	6.6	2.8	2.4	0.0	0.0	0.0	4.4	7.0	2.6	5.0	6.3	3.2	4.1	0.0	8.6	
NEITHER	26.1	33.6	18.9	7.8	12.0	5.7	15.2	11.7	13.5	12.8	7.5	49.9	3.8	4.0	3.7	12.2	9.2	16.2	21.7	10.8	33.8	
AGREE	38.0	40.8	35.3	44.7	41.1	0.0	34.9	36.5	70.1	46.1	45.6	50.1	35.6	42.0	30.9	37.7	34.9	41.5	45.4	61.8	27.2	
STRONGLY AGREE	29.3	17.3	41.0	44.7	43.3	94.3	43.3	49.0	11.9	41.0	47.0	0.0	54.7	47.0	60.3	45.1	49.6	39.0	28.8	27.4	30.5	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	91	56	35	94	129	6	28	70	21	36	32	4	34	21	13	38	28	10	21	13	8	

MISSING DATA SUMMARY (Unweighted count)		
Randomization/rotation	1967	
Instrument change	0	
Other	0	
Total missing	1967	

NATIONAL SAMPLES	
(6- to 24-year-old males living in continental US, who are NPS, not in service or RPT, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YH1Q1AL -- PE6 HIGHLY TRAINED COWORKERS: NAVY (Variable 512)

Responses	National					Officer Markets (HSM + CM)																
	College			HSM	Total Market	RTTC Course Propensity			Region I		Region II		Region III		Region IV							
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM				
STRONGLY DISAGR	2.0	3.4	0.0	1.5	1.1	0.0	3.1	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	1.8	0.0	3.2	4.6	0.0
DISAGREE	4.8	5.9	3.2	2.6	2.8	0.0	7.5	1.3	0.0	4.3	2.4	9.6	0.0	0.0	0.0	0.0	4.6	4.7	4.4	0.0	0.0	0.0
NEITHER	31.8	37.7	23.6	23.9	23.8	0.0	24.3	26.8	16.8	23.5	26.1	16.4	30.5	31.5	29.2	13.8	14.6	10.7	38.9	37.1	42.8	
AGREE	37.2	38.7	35.1	30.6	31.9	18.0	17.4	37.7	31.1	40.7	30.3	68.7	43.2	56.1	26.2	19.4	20.6	15.0	34.4	29.7	45.2	
STRONGLY AGREE	22.4	11.0	38.0	41.5	40.5	82.0	47.7	34.3	49.4	31.5	41.3	5.2	26.3	12.4	44.7	60.7	58.3	69.9	23.5	28.6	12.0	
Don't Know	1.9	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	99	53	46	100	146	4	29	83	27	39	28	11	39	23	16	44	34	10	24	15	9	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1953
Instrument change	0
Other	0
Total missing	1953

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are MPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
(Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	= Probably not
+ = Probably	-- = Definitely not

# YMHQUAL -- PE6 HIGHLY TRAINED COWORKERS: MARINES (Variable 513)

Responses	National						Officer Markets (HSM + CM)														
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	3.6	2.7	5.0	4.4	4.6	7.7	2.0	3.1	8.9	5.2	0.0	17.1	5.5	7.0	0.0	2.1	2.7	0.0	5.8	8.3	0.0
DISAGREE	13.2	11.5	15.7	9.7	11.3	0.0	7.3	6.2	26.2	13.9	20.0	0.0	6.6	3.4	17.5	11.8	7.3	26.0	14.0	10.1	23.1
NEITHER	40.7	37.0	46.1	28.3	33.0	8.4	23.8	37.1	38.6	41.8	33.7	60.3	27.2	27.4	26.4	29.3	18.3	63.9	34.7	36.9	29.8
AGREE	30.1	33.7	24.9	22.6	23.2	0.0	26.4	32.3	13.8	19.6	21.9	14.4	24.9	23.2	31.0	18.6	21.2	10.2	31.4	24.7	47.0
STRONGLY AGREE	12.4	15.1	8.4	34.9	27.9	84.0	40.5	21.3	12.5	19.5	24.4	8.2	35.8	38.9	25.1	38.3	50.5	0.0	14.0	20.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	75	49	26	109	135	8	34	59	32	33	25	8	45	37	8	32	26	6	25	21	4

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1968
Instrument change	0
Other	0
Total missing	1968

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YFHIQUAL -- PE6 HIGHLY TRAINED COWORKERS: AIR FORCE (Variable 514)

Responses	National			Officer Markets (HSM + CM)														
	College			Total Market	Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
STRONGLY DISAGR	1.5	0.9	2.1	1.1	1.4	0.0	0.0	2.7	3.7	0.0	2.1	0.0	6.4	0.0	0.0	0.0	0.0	0.0
DISAGREE	9.4	8.9	10.1	1.5	3.9	0.0	0.0	4.9	1.9	13.1	1.4	0.0	4.3	7.7	3.2	20.6	0.0	0.0
NEITHER	18.4	19.0	17.7	11.1	13.0	0.0	0.0	9.9	15.5	12.8	13.7	5.7	35.5	10.4	13.7	3.4	4.8	4.9
AGREE	37.2	32.4	42.7	42.8	42.8	13.5	49.8	40.1	46.2	42.4	41.3	45.4	38.5	42.1	31.2	52.8	49.6	61.9
STRONGLY AGREE	33.5	38.8	27.4	43.5	38.9	86.5	40.3	38.2	31.4	36.3	47.4	6.0	47.6	44.2	54.7	34.8	42.4	12.9
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	115	67	48	114	162	7	30	87	33	45	32	13	52	34	18	43	32	11
																	22	16
																	6	6

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1923
Instrument change	0
Other	0
Total missing	1923

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DFP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably
+ = Probably	-- = Definitely not

# YSHIQUAL -- PE6 HIGHLY TRAINED COWORKERS: MILITARY (Variable 515)

Responses	National			Officer Markets (HSM + CM)												Region IV		
	College			Total			RTTC Course Propensity			Region I			Region II			Region III		
	Total	CI	CM	HSM	Market	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGREE	2.0	3.1	0.9	0.0	0.4	0.0	0.0	0.0	2.2	0.0	0.0	0.0	1.5	0.0	2.6	0.0	0.0	0.0
DISAGREE	6.4	9.3	3.6	3.4	3.5	5.7	2.7	4.0	2.4	3.4	0.0	26.8	3.1	3.9	2.6	5.2	9.1	0.0
NEITHER	28.6	32.8	24.6	16.7	19.7	0.0	27.9	15.3	31.6	22.2	22.1	23.2	9.0	16.3	3.7	14.2	7.5	23.2
AGREE	41.3	39.9	42.6	30.3	35.0	40.5	39.4	32.4	40.7	20.2	15.8	50.1	39.5	33.2	44.1	47.4	48.9	45.4
STRONGLY AGREE	21.8	15.0	28.3	49.6	41.5	53.8	30.1	48.3	23.2	54.3	62.1	0.0	46.9	46.5	47.1	33.2	34.5	31.4
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	91	56	35	94	129	6	28	70	21	36	32	4	34	21	13	38	28	10

MISSING DATA SUMMARY (Unweighted count)		1967
Randomization/rotation	Instrument change	0
Other		0
Total missing		1967

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YNCASHED -- PE6 GET MONEY FOR EDUCATION: NAVY (Variable 516)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	RTTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	1.4	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
DISAGREE	5.4	5.2	5.7	3.1	3.8	0.0	10.2	2.3	0.0	2.6	0.0	9.6	2.1	3.7	0.0	4.4	5.6	0.0	6.4	0.0	20.8
NEITHER	22.1	14.7	32.4	30.6	31.1	10.4	13.1	34.7	41.2	47.3	48.5	44.1	25.7	22.7	29.7	26.5	22.9	39.6	28.0	34.9	12.2
AGREE	49.8	53.7	44.3	33.9	36.9	35.4	40.7	32.6	46.2	37.8	39.2	33.9	48.2	47.2	49.4	27.4	23.8	40.7	43.3	39.0	53.0
STRONGLY AGREE	19.0	20.0	17.6	32.4	28.1	54.2	36.0	30.4	12.6	12.4	12.3	12.4	24.1	26.5	20.9	41.7	47.6	19.7	22.3	26.0	13.9
Don't Know	2.3	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	99	53	46	100	146	4	29	83	27	39	28	11	39	23	16	44	34	10	24	15	9

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1953
Instrument change	0
Other	0
Total missing	1953

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or UFP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	Definitely
+	Probably
-	Probably not
--	Definitely not



YMCASHED -- PE6 GET MONEY FOR EDUCATION: MARINES (Variable 517)

Responses	National			Officer Markets (HSM + CM)											
	College			Total			Region I			Region II			Region III		
	Total	CI	CM	HSM	Total	Market	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	1.6	2.7	0.0	1.1	0.8	0.0	0.0	0.0	0.0	1.5	1.9	0.0	0.0	0.0	0.0
DISAGREE	11.2	11.5	10.7	10.5	10.6	7.7	0.0	15.8	13.5	8.9	3.3	21.7	11.4	9.3	18.4
NEITHER	24.8	21.7	29.3	28.5	28.8	8.4	21.5	26.9	41.3	39.6	43.1	31.5	20.4	24.0	8.0
AGREE	43.1	44.0	41.8	33.2	35.5	29.9	51.9	39.4	16.5	24.9	21.9	31.9	39.4	32.0	65.0
STRONGLY AGREE	19.3	20.1	18.1	26.6	24.4	54.1	26.6	16.8	27.2	26.6	31.8	14.9	27.3	32.8	8.5
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	75	49	26	109	135	8	34	59	32	33	25	8	45	37	8

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1968
Instrument change	0
Other	0
Total missing	1968

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are MHS, not in service or OLP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YFCASHED -- PE6 GET MONEY FOR EDUCATION: AIR FORCE (Variable 518)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I		Region II		Region III		Region IV					
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
STRONGLY DISAGR	2.5	4.5	0.0	1.6	1.2	0.0	2.0	1.5	0.0	2.7	3.7	0.0	0.0	0.0	0.0	1.3	1.7	0.0	0.0	0.0	0.0
DISAGREE	8.9	5.9	12.4	7.0	8.5	0.0	7.5	9.1	10.6	11.9	9.8	17.4	5.1	3.2	9.1	8.3	4.9	18.4	8.8	12.3	0.0
NEITHER	32.1	24.2	41.3	26.4	30.6	6.3	31.7	27.9	41.2	36.1	29.7	53.8	27.8	31.0	21.3	24.8	16.4	48.9	36.1	30.2	50.4
AGREE	28.9	40.9	14.9	36.1	30.1	42.9	34.3	29.2	25.5	19.9	27.1	0.0	28.7	28.8	28.6	38.3	49.3	6.8	38.2	43.3	25.7
STRONGLY AGREE	26.1	24.5	27.9	26.3	26.8	50.8	24.6	28.8	18.4	29.4	29.6	28.8	35.3	32.5	41.1	23.7	23.0	25.9	10.1	14.2	0.0
Don't Know	1.6	0.0	3.5	2.6	2.8	0.0	0.0	3.5	4.2	0.0	0.0	0.0	3.0	4.5	0.0	3.5	4.8	0.0	6.9	0.0	23.9
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	115	67	48	114	162	7	30	87	33	45	32	13	52	34	18	43	32	11	22	16	6

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	1923
Instrument change	0
Other	0
Total missing	1923

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or ODP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	+
+ = Probably	-- = Definitely not

# YSCASHED -- PE6 GET MONEY FOR EDUCATION: MILITARY (Variable 519)

Responses	National			Officer Markets (HSM + CM)												Region I			Region II			Region III			Region IV		
	College			Total Market	RTDC Course Propensity			Total	Region I			Total	Region II			Total	Region III			Total	Region IV			Total	Region V		
	Total	LI	CM		++	+	--		Total	HSM	CM		Total	HSM	CM		Total	HSM	CM		Total	HSM	CM		Total	HSM	CM
STRONGLY DISAGREE	3.5	1.4	5.5	1.0	2.7	0.0	1.7	2.2	3.4	0.0	26.8	1.5	0.0	2.6	2.2	3.9	0.0	4.1	0.0	8.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DISAGREE	4.6	7.3	2.0	0.6	1.1	0.0	2.3	0.6	0.0	0.0	0.0	3.1	3.9	2.6	1.4	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
NEITHER	8.8	4.6	12.9	17.3	15.6	0.0	7.5	16.7	18.2	15.7	36.0	9.8	12.5	7.9	19.0	17.7	20.7	14.0	26.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
AGREE	58.7	66.2	51.5	25.7	35.6	15.5	38.8	34.7	19.9	17.4	37.3	53.1	32.7	68.1	31.8	33.5	29.6	44.0	28.5	61.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
STRONGLY AGREE	24.4	20.6	28.2	54.4	44.4	84.5	43.3	46.4	56.6	64.8	0.0	32.4	50.9	18.9	45.6	44.9	46.4	38.0	44.8	30.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Don't know	0.0	0.0	0.0	0.9	0.6	0.0	0.0	0.0	1.9	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	91	56	35	94	129	6	28	70	36	32	4	34	21	13	38	28	10	21	13	8	0	0	0	0	0	0	0

MISSING DATA SUMMARY (unweighted count)		1967
Randomization/rotation		0
Instrument change		0
Other		0
Total missing		1967

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or OIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	= Probably
--	= Definitely not

YWPHYS -- PE7 PHYSICALLY CHALLENGING: JOB (Variable 520)

Responses	National										Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
STRONGLY DISAGR	4.2	4.3	4.2	4.5	4.4	24.5	5.0	1.1	6.3	3.2	5.2	0.0	7.0	2.6	15.1	8.1	10.4	0.0	0.0	0.0	0.0	
DISAGREE	14.9	14.5	15.0	14.3	14.8	16.0	13.0	14.1	18.3	15.1	15.6	14.5	5.6	3.5	9.4	15.7	11.1	31.9	24.8	28.7	16.9	
NEITHER	38.7	40.7	35.6	41.9	39.8	35.8	17.1	44.4	46.7	42.0	43.4	39.9	43.7	43.4	44.3	32.8	42.0	0.0	37.4	37.9	36.3	
AGREE	30.7	27.5	35.8	28.4	30.9	12.6	56.2	32.8	11.2	32.6	30.3	36.1	27.0	31.9	18.1	25.3	16.6	56.3	37.7	33.3	46.8	
STRONGLY AGREE	8.6	10.9	5.0	10.8	8.8	11.2	8.7	7.7	11.8	3.3	5.5	0.0	16.7	18.6	13.2	18.1	19.9	11.8	0.0	0.0	0.0	
Don't Know	1.5	0.0	3.8	0.0	1.3	0.0	0.0	0.0	5.7	3.7	0.0	9.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Refused	1.3	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	84	58	26	98	124	7	21	71	23	39	30	9	37	29	8	22	18	4	26	21	5	

MISSING DATA SUMM '77 (Unweighted count)	1970
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	1970

NATIONAL SAMPLES
16- to 24-year-old males living in continental US, who are ROTC, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:
CI -- College Influencers: college juniors and seniors
CM -- College Market: freshmen and sophomores in 4-year colleges
HSM -- High School Market: college-oriented high school juniors and seniors

OFFICER MARKETS (HSM + CM)
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:
++ = Definitely
+ = Probably
-- = Definitely not

YWPROUD -- PE7 EXPERIENCE TO BE PROUD OF: JOB (Variable 521)

Responses	National										Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
STRONGLY DISAGR	1.0	1.7	0.0	0.7	0.5	0.0	0.0	0.0	0.0	1.4	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
DISAGREE	3.5	1.9	6.1	6.4	6.3	26.2	0.0	4.6	11.9	6.0	9.9	0.0	11.7	6.0	21.9	3.7	4.7	0.0	2.2	3.3		
NEITHER	37.3	44.0	27.0	41.9	36.9	20.2	43.4	39.2	28.6	27.5	37.5	12.1	42.4	42.2	42.8	41.7	45.5	28.1	40.8	44.3		
AGREE	35.0	23.1	53.6	37.0	42.6	53.6	32.5	44.6	45.6	57.3	37.4	87.9	23.9	24.8	22.1	47.1	40.2	71.9	38.6	47.9		
STRONGLY AGREE	21.9	27.3	13.4	13.9	13.7	0.0	24.1	11.6	14.0	7.8	12.9	0.0	22.0	26.9	13.2	7.4	9.5	0.0	18.4	4.4		
Refused	1.3	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Total sample size	84	58	26	98	124	7	21	71	23	39	30	9	37	29	8	22	18	4	26	21		

MISSING DATA SUMMARY (Unweighted count)		
Randomization/rotation	1970	
Instrument change	0	
Other	0	
Total missing	1970	

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	= Definitely
--	= Definitely not

YWSTEP -- PE7 STEPPING STONE TO COLLEGE: JOB (Variable 522)

Responses	National										Officer Markets (HSM + CM)											
	College			HSM	Total Market	RUTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM			++	+	~	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
STRONGLY DISAGR	14.4	16.8	10.7	13.5	12.6	10.3	7.5	14.6	10.4	14.3	13.0	16.4	15.8	16.2	15.1	16.7	21.3	0.0	2.2	3.3	0.0	
DISAGREE	11.6	13.3	8.8	19.2	15.7	30.2	9.4	16.2	15.1	6.1	10.1	0.0	22.5	17.3	31.8	14.4	18.4	0.0	23.8	35.4	0.0	
NEITHER	41.7	41.6	41.8	36.5	38.3	48.4	59.1	29.5	43.3	36.1	35.1	37.6	35.5	42.7	22.5	34.3	36.0	28.1	48.6	31.6	83.2	
AGREE	19.8	18.4	22.0	24.2	23.5	0.0	14.9	26.8	27.4	28.6	36.3	16.9	20.7	15.2	30.6	20.2	18.0	28.1	21.4	23.7	16.8	
STRONGLY AGREE	11.3	7.8	16.8	6.5	10.0	11.2	9.1	12.9	3.8	14.8	5.5	29.2	5.5	8.5	0.0	14.5	6.2	43.7	3.9	5.9	0.0	
Refused	1.3	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	84	58	26	98	124	7	21	71	23	39	30	9	37	29	8	22	18	4	26	21	5	

MISSING DATA SUMMARY (unweighted count)		1970
Randomization/rotation	Instrument change	0
Other		0
Total missing		1970

**NATIONAL SAMPLES**  
 16- to 24-year-old males living in continental US, who are NPS, not in service or OIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:  
 CI --- College Influencers: college juniors and seniors  
 CM --- College Market: freshmen and sophomores in 4-year colleges  
 HSM --- High School Market: college-oriented high school juniors and seniors

**OFFICER MARKETS (HSM + CM)**  
 Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:  
 ++ = Definitely --- = Probably not  
 + = Probably -- = Definitely not

YWLEADER -- PE7 DEVELOP LEADERSHIP SKILLS: JOB (Variable 523)

Responses	Officer Markets (HSM + CM)																				
	National			Region																	
	College			Total Market	Region I			Region II			Region III			Region IV							
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM					
STRONGLY DISAGR	2.4	2.7	1.9	4.4	3.6	14.2	0.0	3.4	2.9	5.1	8.5	0.0	2.4	0.0	6.9	3.3	4.2	0.0	2.6	3.9	0.0
DISAGREE	15.3	16.2	14.0	10.5	11.7	26.2	8.9	8.2	18.1	7.7	6.6	9.4	12.2	5.4	24.4	13.8	17.7	0.0	15.6	15.0	16.9
NEITHER	27.1	34.3	15.8	35.9	29.1	20.2	32.2	28.0	32.5	35.6	44.7	21.6	18.4	28.5	0.0	19.3	15.7	31.9	40.5	52.2	16.8
AGREE	36.0	27.7	49.1	34.5	39.4	28.2	19.7	46.1	42.5	31.9	26.6	39.9	53.3	44.8	68.7	45.1	41.9	56.3	29.6	26.1	36.7
STRONGLY AGREE	17.9	17.0	19.2	14.7	16.2	11.2	39.3	14.4	4.1	19.7	13.6	29.2	13.7	21.2	0.0	18.6	20.4	11.8	11.6	2.7	29.7
Refused	1.3	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	84	58	26	98	124	7	21	71	23	39	30	9	37	29	8	22	18	4	26	21	5

MISSING DATA SUMMARY (Unweighted count)		1970
Randomization/rotation	Instrument change	0
Other		0
Total missing		1970

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or UTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YWHITECH -- PE7 USE HIGH-TECH EQUIPMENT: JOB (Variable 524)

Responses	National					Officer Markets (HSM + CM)															
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	5.4	2.5	9.8	7.1	8.0	10.3	7.7	3.6	17.1	3.4	5.6	0.0	11.2	5.3	21.9	16.9	12.7	31.9	3.9	5.9	0.0
DISAGREE	23.0	27.2	16.4	17.5	17.1	30.2	21.5	15.5	15.9	21.1	18.6	25.1	11.4	11.9	10.5	13.1	16.8	0.0	21.3	23.5	16.9
NEITHER	26.6	28.5	23.7	34.8	31.0	35.8	33.3	33.1	24.4	25.7	31.2	17.2	27.3	29.3	23.8	25.3	32.4	0.0	49.0	48.8	49.2
AGREE	29.2	23.8	37.6	25.9	29.9	12.6	17.0	33.3	33.9	36.5	30.5	45.7	23.6	25.2	20.8	33.5	27.1	56.3	24.0	19.1	33.9
STRONGLY AGREE	14.6	15.9	12.5	14.7	13.9	11.2	20.5	14.4	8.7	13.3	14.2	11.9	26.5	28.4	23.0	11.2	11.0	11.8	1.8	2.7	0.0
Refused	1.3	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	84	58	26	98	124	7	21	71	23	39	30	9	37	29	8	22	18	4	26	21	5

MISSING DATA SUMMARY (Unweighted count)		1970
Randomization/rotation	Instrument change	0
Other		0
Total missing		1970

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Marks: freshmen, and sophomores in 4-year colleges	
HSM -- High School Marks: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not



YWCIVCAR -- PE7 CIVILIAN CAREER DEVELOP: JOB (Variable 525)

Responses	National				Officer Markets (HSM + CM)																		
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV				
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM		
STRONGLY DISAGR	0.0	0.0	0.0	0.7	0.5	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	1.8	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DISAGREE	6.4	4.9	8.7	6.5	7.2	16.0	0.0	9.7	5.6	11.8	8.3	17.2	6.0	5.5	6.9	3.7	4.7	0.0	4.5	6.7	0.0		
NEITHER	34.3	33.7	35.4	36.7	36.3	41.7	30.8	39.2	29.7	35.0	41.5	25.0	37.9	32.0	48.5	41.1	32.4	71.9	32.2	39.8	16.9		
AGREE	35.6	36.2	34.8	34.5	34.6	29.8	28.4	35.8	38.6	32.7	24.2	45.9	20.3	27.3	7.6	42.0	45.9	28.1	48.7	46.4	53.4		
STRONGLY AGREE	22.4	23.2	21.1	21.6	21.5	12.6	38.2	15.3	26.2	20.5	26.0	11.9	34.0	32.4	37.0	13.2	16.9	0.0	14.5	7.1	29.7		
Refused	1.3	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Total sample size	84	58	26	98	124	7	21	71	23	39	30	9	37	29	8	22	18	4	26	21	5		

MISSING DATA SUMMARY (Unweighted count)		
Randomization/rotation	1970	0
Instrument change	1970	0
Other	1970	0
Total missing	1970	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or ROTC, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YWSELCON -- PE7 DEVELOP SELF-CONFIDENCE: JOB (Variable 526)

Responses	National										Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
STRONGLY DISAGR	0.5	0.9	0.0	2.5	1.7	0.0	0.0	0.6	3.8	2.4	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	5.9	0.0
DISAGREE	7.4	10.9	1.9	6.8	5.1	16.0	5.0	4.2	5.6	4.0	6.6	0.0	4.7	3.5	6.9	8.6	11.0	0.0	4.5	6.7	0.0	
NEITHER	31.6	32.1	30.9	27.7	28.8	20.2	24.5	31.7	25.7	33.1	33.8	32.1	22.3	26.3	15.1	38.4	24.4	88.2	21.6	23.9	16.9	
AGREE	44.6	36.3	57.4	41.3	46.7	53.6	35.5	50.6	46.7	43.0	26.8	67.9	52.2	45.2	64.9	32.2	37.9	11.8	58.4	60.8	53.4	
STRONGLY AGREE	14.7	17.8	9.8	21.7	17.7	10.3	34.9	12.8	18.3	17.5	28.8	0.0	20.8	25.0	13.2	20.8	26.7	0.0	11.6	2.7	29.7	
Refused	1.3	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	84	58	26	98	124	7	21	71	23	39	30	9	37	29	8	22	18	4	26	21	5	

MISSING DATA SUMMARY (Unweighted count)		
Randomization/rotation	1970	0
Instrument change	1970	0
Other	1970	0
Total missing	1970	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or ODP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably
+ = Probably	-- = Definitely not

YWOTEN -- PE7 DEVELOP YOUR POTENTIAL: JOB (Variable 527)

Responses	National			Officer Markets (HSM + CM)												Region IV		
	College			Total Market			RTTC Course Propensity			Region I			Region II			Region III		
	Total	CI	CM	HSM	Total	Market	++	+	-	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	0.8	1.3	0.0	4.0	2.7		0.0	0.0	2.3	4.1	5.1	8.5	0.0	0.0	0.0	5.0	6.5	0.0
DISAGREE	4.7	7.7	0.0	6.5	4.3		16.0	0.0	5.5	2.7	6.1	10.1	0.0	1.8	2.8	3.7	4.7	0.0
NEITHER	25.9	22.2	31.7	26.2	28.0		45.6	31.4	24.0	33.2	32.0	28.6	37.1	26.5	23.9	20.9	15.5	40.0
AGREE	49.3	43.4	58.5	44.0	48.9		15.6	34.7	54.6	52.1	39.1	29.8	53.5	54.3	46.4	55.8	54.6	60.0
STRONGLY AGREE	18.1	23.4	9.9	19.3	16.1		22.9	33.9	13.6	7.9	17.7	23.1	9.4	17.4	26.9	14.5	18.6	0.0
Refused	1.3	2.1	0.0	0.0	0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	84	58	26	98	124		7	21	71	23	39	30	9	37	29	8	22	18

MISSING DATA SUMMARY (Unweighted count)		1970
Randomization/rotation	Instrument change	0
Other		0
Total missing		1970

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YWMENTAL -- PE7 MENTALLY CHALLENGING: JOB (Variable 528)

Responses	National			Officer Markets (HSM + CM)									
	College			Total Market	Region I			Region II			Region III		
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	0.5	0.8	0.0	6.2	4.1	0.0	0.0	8.8	14.5	0.0	0.0	0.0	0.0
DISAGREE	5.3	4.9	6.1	6.0	6.0	14.2	0.0	3.6	5.9	0.0	10.0	3.5	21.9
NEITHER	29.6	32.3	25.3	42.8	36.9	51.7	27.4	38.9	36.0	31.2	32.3	29.5	34.7
AGREE	44.2	30.8	65.1	29.8	41.7	23.8	55.5	43.2	32.6	43.9	26.5	70.5	39.3
STRONGLY AGREE	19.1	29.2	3.5	15.1	11.2	10.3	17.1	8.6	13.7	12.5	20.7	0.0	16.0
Refused	1.3	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	84	58	26	98	124	7	21	71	23	39	30	9	37

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1970
Instrument change	0
Other	0
Total missing	1970

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YWMATURE -- PE7 MATURE AND RESPONSIBLE: JOB (Variable 529)

Responses	National										Officer Markets (HSM + CM)													
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV					
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
STRONGLY DISAGR	0.7	1.2	0.0	3.7	2.5	14.2	0.0	0.0	6.3	2.8	4.6	0.0	0.0	0.0	0.0	0.0	0.0	8.3	10.7	0.0	0.0	0.0	0.0	0.0
DISAGREE	2.9	0.9	6.1	2.6	3.8	0.0	0.0	3.1	9.2	3.3	5.4	0.0	10.0	3.5	21.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
NEITHER	27.5	27.0	28.2	29.0	28.7	27.1	10.8	32.8	32.3	31.9	35.8	25.8	17.1	13.8	23.0	50.6	45.7	68.1	19.4	20.6	16.9	70.8	79.4	53.4
AGREE	35.6	34.3	37.8	39.4	38.9	35.8	42.3	45.8	21.4	31.2	17.5	52.3	27.0	37.7	7.6	33.0	33.3	31.9	8.1	10.3	0.0	9.8	0.0	29.7
STRONGLY AGREE	32.0	34.5	28.0	25.2	26.2	22.9	46.9	18.3	30.8	30.8	36.6	21.9	45.9	45.0	47.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Refused	1.3	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	84	58	26	98	124	7	21	71	23	39	30	9	37	29	8	22	18	4	26	21	5			

MISSING DATA SUMMARY (Unweighted count)		
Randomization/rotation	1970	
Instrument change	0	
Other	0	
Total missing	1970	

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YWTRAIN -- PE7 TRAINING IN USEFUL SKILLS: JOB (Variable 530)

Responses	National						Officer Markets (HSM + CM)																	
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV					
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
STRONGLY DISAGR	0.0	0.0	0.0	2.0	1.3	0.0	5.5	0.6	0.0	1.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6	6.8	0.0
DISAGREE	5.6	6.6	4.2	9.5	7.7	14.2	3.8	4.4	13.7	3.1	5.2	0.0	14.9	14.8	15.1	7.5	9.5	0.0	6.2	9.3	0.0	6.2	9.3	0.0
NEITHER	22.2	22.5	21.6	35.0	30.4	36.1	23.2	30.7	35.7	28.1	37.0	14.5	24.3	28.8	16.2	27.9	26.8	31.9	43.9	47.6	36.4	43.9	47.6	36.4
AGREE	46.8	46.7	46.9	28.9	35.0	15.6	32.5	37.4	36.5	36.2	26.0	51.8	29.4	20.4	45.7	43.1	39.5	56.3	33.1	32.7	33.9	33.1	32.7	33.9
STRONGLY AGREE	22.7	22.1	23.5	24.6	24.3	34.1	34.9	26.9	8.5	27.8	30.1	24.2	31.4	36.0	23.0	21.5	24.2	11.8	12.2	3.6	29.7	12.2	3.6	29.7
Don't Know	1.5	0.0	3.8	0.0	1.3	0.0	0.0	0.0	5.7	3.7	0.0	9.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Refused	1.3	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	84	58	26	98	124	7	21	71	23	39	30	9	37	29	8	22	18	4	26	21	5	26	21	5

MISSING DATA SUMMARY (unweighted count)		
Randomization/rotation	1970	
Instrument change	0	
Other	0	
Total missing	1970	

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
C1 -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YWHIQUAL -- PE7 HIGHLY TRAINED COWORKERS: JOB (Variable 531)

Responses	National			Officer Markets (HSM + CM)												Region IV		
	College			Total Market			ROTC Course Propensity			Region I			Region II			Region III		
	Total	CI	CM	Total	HSM	CM	++	+	-	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	0.0	0.0	0.0	3.7	5.6	0.0	10.3	4.8	2.0	3.8	7.1	11.8	0.0	1.7	2.6	0.0	0.0	0.0
DISAGREE	7.0	7.8	5.8	7.3	8.0	0.0	14.2	10.3	7.1	4.4	6.8	7.9	5.1	5.6	8.6	0.0	12.7	7.3
NEITHER	25.1	20.7	32.0	34.4	35.7	0.0	64.3	31.3	30.4	40.3	21.4	29.1	9.4	48.6	39.8	64.8	26.0	25.3
AGREE	42.7	47.5	35.3	31.5	29.5	0.0	0.0	14.4	40.7	29.5	31.5	21.5	46.8	23.3	24.7	20.8	42.1	46.0
STRONGLY AGREE	22.4	21.9	23.1	21.8	21.2	0.0	11.2	39.3	19.7	16.3	29.5	29.7	29.2	20.9	24.4	14.4	19.3	21.3
Don't Know	1.5	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	5.7	3.7	0.0	9.5	0.0	0.0	0.0	0.0	0.0
Refused	1.3	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	84	58	26	98	124	7	21	71	23	39	30	9	37	29	8	22	18	4

MISSING DATA SUMMARY (Unweighted count)		1970
Randomization/rotation		0
Instrument change		0
Other		0
Total missing		1970

**NATIONAL SAMPLES**  
 16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:  
 CI --- College Influencers: college juniors and seniors  
 CM --- College Market: freshmen and sophomores in 4-year colleges  
 HSM --- High School Market: college-oriented high school juniors and seniors

**OFFICER MARKETS (HSM + CM)**  
 Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:  
 ++ = Definitely -- = Probably not  
 + = Probably -- = Definitely not

YWCASHED -- PE7 GET MONEY FOR EDUCATION: JOB (Variable 532)

Responses	National				Officer Markets (HSM + CM)												Region IV			
	College			HSM	Total Market	Region I			Region II			Region III			Region IV					
	Total	CI	CM			Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
STRONGLY DISAGR	2.5	4.1	0.0	4.1	2.7	10.3	5.5	0.0	6.0	1.4	2.4	0.0	1.7	2.6	0.0	0.0	0.0	8.5	12.7	0.0
DISAGREE	7.4	6.7	8.4	6.7	7.3	0.0	16.9	4.6	8.0	10.6	14.2	5.1	7.2	5.4	10.5	0.0	0.0	8.2	3.9	16.9
NEITHER	25.8	26.7	24.4	29.8	28.0	31.4	14.3	31.6	28.4	23.0	31.8	9.4	32.6	33.3	31.3	30.5	18.8	28.1	33.7	16.8
AGREE	43.2	35.2	55.7	36.6	43.1	58.3	39.1	46.1	37.7	31.9	15.9	56.7	43.9	36.0	58.2	48.6	54.4	55.2	49.7	66.3
STRONGLY AGREE	18.3	25.2	7.7	22.8	17.7	0.0	24.2	17.7	14.3	29.3	35.8	19.3	14.7	22.7	0.0	20.9	26.8	0.0	0.0	0.0
Don't know	1.5	0.0	3.8	0.0	1.3	0.0	0.0	0.0	5.7	3.7	0.0	9.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Refused	1.3	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	84	58	26	98	124	7	21	71	23	39	30	9	37	29	8	22	18	4	26	21

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	1970
Instrument change	0
Other	0
Total missing	1970

NATIONAL SAMPLES  
 16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:  
 CI --- College Influencers: college juniors and seniors  
 CM --- College Market: freshmen and sophomores in 4-year colleges  
 HSM --- High School Market: college-oriented high school juniors and seniors

OFFICER MARKETS (HSM + CM)  
 Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix 1) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:  
 ++ = Definitely not  
 + = Probably not  
 -- = Definitely not



YCPROUD -- PE8 EXPERIENCE TO BE PROUD OF: COLLEGE (Variable 533)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	0.0	0.0	0.0	0.4	0.3	0.0	0.0	0.5	0.0	0.0	0.0	0.0	1.5	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DISAGREE	1.9	1.6	2.2	1.4	1.6	0.0	0.7	2.7	0.0	0.5	0.6	0.0	3.9	0.0	8.6	2.6	4.2	0.0	0.0	0.0	0.0
NEITHER	7.2	9.1	4.5	11.2	9.0	0.0	13.9	11.3	0.0	12.0	17.0	0.0	4.8	8.8	0.0	3.6	2.5	5.2	16.2	14.7	23.5
AGREE	34.4	40.2	26.6	42.1	37.1	18.7	36.5	35.8	39.6	38.1	48.4	13.5	25.5	24.3	26.9	38.6	40.0	36.5	43.2	46.8	26.4
STRONGLY AGREE	56.6	49.1	66.7	44.9	52.0	81.3	48.9	49.7	60.4	49.4	34.0	86.5	64.3	64.2	64.5	55.2	53.3	58.3	40.6	38.6	50.1
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	102	60	42	101	143	3	31	80	23	43	33	10	33	19	14	38	25	13	29	24	5

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1949
Instrument change	0
Other	0
Total missing	1949

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Markets: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	--- = Definitely not

# YCLEADER -- PE8 DEVELOP LEADERSHIP SKILLS: COLLEGE (Variable 534)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	0.0	0.0	0.0	5.6	3.8	0.0	0.0	6.9	0.0	7.7	10.8	0.0	3.6	6.6	0.0	2.6	4.2	0.0	0.0	0.0	0.0
DISAGREE	13.5	11.3	16.5	4.3	8.3	0.0	13.6	7.2	4.9	12.5	4.5	31.9	3.7	6.8	0.0	6.9	2.5	13.9	8.0	4.7	23.5
NEITHER	22.1	22.2	22.0	24.0	23.4	18.7	12.6	26.5	23.2	33.1	36.8	24.4	25.5	15.4	37.9	16.4	21.3	8.4	17.4	15.9	24.3
AGREE	29.8	27.6	32.9	40.1	37.7	0.0	47.5	37.5	33.3	31.2	35.5	19.6	34.7	30.9	39.5	39.6	37.0	43.8	47.2	53.9	16.2
STRONGLY AGREE	34.5	38.8	28.6	26.0	26.8	81.3	26.3	21.9	38.6	15.5	12.0	24.1	32.4	40.3	22.6	34.6	34.9	34.0	27.4	25.6	36.1
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	102	60	42	101	143	3	31	80	23	43	33	10	33	19	14	38	25	13	29	24	5

MISSING DATA SUMMARY (Unweighted count)		
Randomization/rotation	1949	
Instrument change	0	
Other	0	
Total missing	1949	

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are MPS, not in service or DFP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	++ = Definitely not
+ = Probably	+ = Probably not
-- = Definitely	-- = Definitely not
- = Probably	- = Probably not

# YCCIVCAR -- PE8 CIVILIAN CAREER DEVELOP: COLLEGE (Variable 535)

Responses	National					Officer Markets (HSM + CM)													
	College			HSM	Total Market	ROTC Course Propensity			Region I		Region II		Region III		Region IV				
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
STRONGLY DISAGR	0.0	0.0	0.0	0.4	0.3	0.0	0.0	0.5	0.0	0.0	0.0	0.0	1.5	2.7	0.0	0.0	0.0	0.0	0.0
DISAGREE	0.8	1.3	0.0	1.2	0.8	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	4.7
NEITHER	7.8	4.1	12.8	13.4	13.2	0.0	17.4	12.3	8.4	25.4	22.7	31.9	9.0	13.2	3.9	6.4	5.1	8.4	8.7
AGREE	35.8	33.3	39.0	31.7	34.1	73.2	30.6	36.5	27.3	31.2	34.0	24.4	35.3	23.3	49.9	34.6	31.7	39.4	36.7
STRONGLY AGREE	55.7	61.3	48.1	53.3	51.6	26.8	52.0	49.3	64.4	43.4	43.3	43.8	54.2	60.8	46.2	59.0	63.2	52.2	50.8
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	102	60	42	101	143	3	31	80	23	43	33	10	33	19	14	38	25	13	29
																			5

MISSING DATA SUMMARY (Unweighted count)		1949
Randomization/rotation	Inst-ument change	0
Other		0
Total missing		1949

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	++ = Definitely
++ = Probably	++ = Probably
++ = Definitely not	++ = Definitely not

YCSELCON -- PE8 DEVELOP SELF-CONFIDENCE: COLLEGE (Variable 536)

Responses	National																	Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV										
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM								
STRONGLY DISAGR	0.0	0.0	0.0	1.6	1.1	0.0	0.0	2.0	0.0	0.0	0.0	0.0	1.5	2.7	0.0	0.0	0.0	0.0	0.0	3.9	4.7	0.0							
DISAGREE	1.1	0.5	1.9	2.5	2.3	0.0	2.3	3.4	0.0	1.5	2.1	0.0	0.0	0.0	0.0	0.0	6.1	6.7	5.2	0.0	0.0	0.0							
NEITHER	22.7	23.8	21.2	24.1	23.2	18.7	15.8	27.3	21.1	27.4	24.8	33.7	19.9	23.3	15.8	9.8	12.0	6.2	39.1	36.8	49.9								
AGREE	40.6	36.8	45.8	38.7	41.0	0.0	46.1	39.5	38.5	43.5	46.9	35.3	43.5	37.3	51.0	46.3	34.7	64.8	27.6	33.5	0.0								
STRONGLY AGREE	35.6	38.9	31.1	33.1	32.4	81.3	35.8	27.9	40.4	27.6	26.2	31.0	35.1	36.7	33.2	37.8	46.5	23.8	29.5	25.0	50.1								
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0								
Total sample size	102	60	42	101	143	3	31	80	23	43	33	10	33	19	14	38	25	13	29	24	5								

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1949
Instrument change	0
Other	0
Total missing	1949

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DFP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	= Probably
-	= Definitely not

# YCPOTEN -- PE8 DEVELOP YOUR POTENTIAL: COLLEGE (Variable 537)

Responses	National			Officer Markets (HSM + CM)									
	College			Total Market	Region I			Region II			Region III		
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	0.0	0.0	0.0	0.4	0.3	0.0	0.0	0.0	1.5	2.7	0.0	0.0	0.0
DISAGREE	0.5	0.8	0.0	3.6	2.4	0.0	0.0	0.0	0.0	0.0	0.0	4.1	6.7
NEITHER	8.4	13.2	2.0	10.1	7.5	0.0	11.3	0.0	3.5	6.4	0.0	10.7	15.9
AGREE	40.8	33.5	50.5	42.8	45.3	18.7	44.9	50.7	32.9	39.8	24.4	32.6	17.1
STRONGLY AGREE	50.3	52.5	47.4	43.0	44.5	81.3	47.9	35.9	62.1	51.1	75.6	52.5	60.4
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	102	60	42	101	143	3	31	80	33	19	14	38	25
												29	24
												5	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1949
Instrument change	0
Other	0
Total missing	1949

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	++ = Probably not
+	+
-	-
---	---

# YCMENTAL -- PE8 MENTALLY CHALLENGING: COLLEGE (Variable 538)

Responses	National				Officer Markets HSM + CM												
	College			HSM	Region I			Region II			Region III			Region IV			
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
STRONGLY DISAGR	0.0	0.0	0.0	0.4	0.3	0.0	0.0	0.0	0.0	1.5	2.7	0.0	0.0	0.0	0.0	0.0	0.0
DISAGREE	3.6	1.9	5.8	2.4	3.5	0.0	4.8	1.2	10.2	8.5	3.3	20.9	3.5	6.4	0.0	0.0	0.0
NEITHER	9.5	10.0	8.7	11.2	10.4	0.0	24.5	8.8	2.8	14.1	10.9	21.8	4.9	9.0	0.0	9.8	15.9
AGREE	21.6	19.8	24.1	26.3	25.6	0.0	11.5	28.9	27.9	26.4	31.8	13.5	27.5	21.9	34.3	26.0	27.0
STRONGLY AGREE	65.3	68.2	61.4	59.6	60.2	100.0	59.2	60.7	59.1	51.0	54.0	43.8	62.5	60.0	65.7	64.2	57.1
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	102	60	42	101	143	3	31	80	23	43	33	10	33	19	14	38	25
																13	5

MISSING DATA SUMMARY (Unweighted count)		
Randomization/rotation	1949	
Instrument change	0	
Other	0	
Total missing	1949	

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YCMATURE -- PE8 MATURE AND RESPONSIBLE: COLLEGE (Variable 539)

Responses	National					Officer Markets (HSM + CM)																
	College			HSM	RTC Course Propensity			Region I			Region II			Region III			Region IV					
	Total	CI	CM		++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM		
STRONGLY DISAGR	0.0	0.0	0.0	0.6	0.0	0.0	0.7	0.0	0.0	0.0	0.0	2.2	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DISAGREE	1.4	0.4	2.7	1.9	0.0	2.3	3.1	0.0	0.0	0.0	0.0	1.5	2.7	0.0	3.4	5.4	0.0	4.1	0.0	23.5		
NEITHER	13.2	8.9	19.0	12.8	26.8	18.0	11.9	7.4	19.2	11.6	37.3	16.3	14.4	18.5	13.4	14.8	11.1	9.3	11.3	0.0		
AGREE	34.5	44.3	21.3	39.9	18.7	29.7	40.2	24.3	40.6	47.4	24.4	32.9	24.9	42.6	16.3	24.9	2.4	50.3	55.4	26.4		
STRONGLY AGREE	51.0	46.4	57.0	44.7	54.5	49.9	44.1	68.3	40.2	41.0	38.3	47.1	53.9	38.8	66.9	54.8	86.4	36.3	33.3	50.1		
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Total sample size	102	60	42	101	143	3	31	80	23	43	33	10	33	19	14	38	25	13	29	24	5	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1949
Instrument change	0
Other	0
Total missing	1949

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	= Probably not
+ = Probably	-- = Definitely not





YPEDIP -- PEI2 ARMY % PAST YEAR HIGH SCHOOL GRADS (Variable 541)

Responses	National			Officer Markets (HSM + CM)												Region I			Region II			Region III			Region IV		
	College			Total Market	HSM	RTTC Course Propensity				Region I			Region II			Region III			Region IV			Region V			Region VI		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
< ONE QUARTER	4.0	4.3	3.6	3.8	3.8	2.3	2.4	3.4	6.3	4.3	3.9	5.0	4.1	5.3	2.3	2.4	2.5	2.1	4.2	3.7	5.4						
ONE QUARTER	13.5	14.4	12.6	15.8	14.7	24.0	13.4	14.3	15.1	14.3	17.4	8.5	14.8	13.9	16.1	12.8	13.7	10.6	17.4	18.0	16.1						
ONE HALF	31.0	32.2	29.6	29.7	29.7	19.7	26.5	33.4	27.1	31.1	32.0	29.4	24.6	22.1	28.3	32.7	32.7	32.7	30.3	31.1	28.3						
THREE QUARTERS	30.6	27.8	33.9	25.9	28.6	21.9	32.7	27.1	29.4	28.9	24.2	37.7	29.5	29.2	30.0	31.9	29.5	37.3	23.1	20.4	29.3						
ALMOST ALL	20.4	20.8	19.9	24.7	23.0	32.2	25.1	21.8	21.6	21.2	22.5	18.8	26.8	29.2	23.3	20.0	21.6	16.3	24.8	26.4	20.9						
Don't Know	0.3	0.3	0.4	0.1	0.2	0.0	0.0	0.1	0.5	0.2	0.0	0.6	0.1	0.2	0.0	0.3	0.0	0.9	0.2	0.3	0.0						
Refused	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0						
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0						
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83						

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or ROTC, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YPERGRADE -- PEI3 ARMY % PAST YEAR UPPER HALF IQ (Variable 542)

Responses	National			Officer Markets (HSM + CM)									
	College			Total Market	Region I			Region II			Region III		
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
ALL	1.4	1.1	1.7	3.2	3.4	3.7	5.0	1.3	2.3	2.7	1.7	2.9	3.2
THREE QUARTERS	18.3	19.3	17.2	26.6	35.3	26.6	23.0	19.8	25.9	33.4	11.9	20.7	21.0
HALF	52.5	47.4	58.5	48.2	42.1	52.9	51.2	54.1	49.0	40.2	65.6	53.5	54.5
ONE QUARTER	26.9	31.7	21.3	20.1	19.2	16.0	21.0	22.5	19.3	19.7	18.6	22.8	20.5
NONE	0.6	0.2	1.0	0.9	0.0	0.7	1.0	1.4	1.6	1.1	2.6	0.7	1.2
Don't Know	0.2	0.1	0.4	0.1	0.0	0.0	0.4	0.0	0.4	0.6	0.0	0.0	0.0
Refused	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	--- = Definitely not

YPECOL -- PE14 ARMY % PAST YEAR TO FINISH COLLEGE (Variable 543)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
< ONE QUARTER	15.3	18.1	12.0	7.0	8.7	10.1	6.6	9.4	9.1	6.8	3.7	12.6	9.8	9.2	10.8	10.5	8.5	14.8	8.0	7.4	9.4
ONE QUARTER	40.0	40.1	39.9	26.2	30.9	45.5	26.8	31.4	30.6	34.9	28.5	47.0	31.2	25.3	40.0	26.9	22.3	36.9	29.6	28.9	31.3
ONE HALF	30.6	29.7	31.6	34.6	33.6	24.7	34.9	33.1	35.5	31.7	34.3	27.0	31.9	33.6	29.3	35.1	35.2	35.1	36.4	35.4	38.9
THREE QUARTERS	10.2	8.7	11.9	22.1	18.6	13.9	22.0	18.0	17.5	17.3	20.9	10.5	18.8	20.2	16.8	21.3	26.3	10.2	16.9	20.5	8.4
ALMOST ALL	3.3	2.6	4.1	10.0	8.0	5.8	9.7	7.8	7.3	9.0	12.3	3.0	8.3	11.7	3.1	6.0	7.7	2.1	8.5	7.8	10.3
Don't Know	0.6	0.6	0.5	0.1	0.2	0.0	0.0	0.3	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.9	0.5	0.0	1.7
Refused	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or IIRP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	--- = Definitely not

YPESIM -- PE15 YOUNG PEOPLE LIKE YOU JOINING ARMY (Variable 544)

Responses	National			Officer Markets (HSM + CM)												Region IV		
	College			Region I			Region II			Region III			Region IV			Region V		
	Total	CI	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	22.6	20.6	25.4	48.2	48.2	48.2	35.9	43.4	22.9	37.2	47.4	23.0	50.8	56.0	37.7	37.8	45.8	20.4
NO	74.7	77.6	70.8	49.5	57.0	57.0	61.6	53.5	75.8	59.3	51.3	70.2	47.1	41.6	61.0	58.8	52.0	73.6
Don't Know	2.4	1.5	3.7	2.2	2.7	2.7	2.3	2.9	1.4	3.5	1.3	6.7	2.1	2.4	1.3	3.1	2.2	4.9
Refused	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	1.1
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	804	420	384	1000	1384	1384	396	283	113	407	278	129	296	224	72	285	215	70

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	348
Total missing	348

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YHEARDRO -- PE15A Y EVER HEARD OF ROTC AT COLLEGE (Variable 545)

Responses	National				Officer Markets (HSM + CM)																
	College			Total Market	Region I			Region II			Region III			Region IV							
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM					
YES	80.8	81.7	79.8	50.0	60.6	73.9	56.2	60.3	61.6	60.8	48.6	83.2	63.5	51.4	81.2	59.7	48.8	80.4	57.6	51.8	70.4
NO	19.1	18.1	20.2	49.6	39.1	26.1	43.8	39.2	38.4	39.2	51.4	16.8	36.5	48.6	18.8	39.9	50.7	19.6	41.3	46.6	29.6
Don't Know	0.0	0.0	0.0	0.4	0.3	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.5	0.0	1.1	1.5	0.0
Refused	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	852	449	403	1169	1572	80	334	810	305	450	334	116	455	326	129	350	263	87	317	246	71

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	61
Instrument change	0
Other	70
Total missing	131

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YRLEADER -- PE2 LEADERSHIP/MANAGEMENT TRAINING: ROTC (Variable 546)

Responses	National										Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
STRONGLY DISAGR	1.9	0.8	3.0	0.7	1.6	0.0	0.1	1.8	3.1	2.8	2.0	4.1	1.7	0.4	3.6	1.0	0.0	2.8	0.2	0.3	0.0	
DISAGREE	6.1	6.2	6.0	2.0	3.5	1.6	0.9	2.1	10.1	2.9	3.1	2.6	5.1	1.7	10.0	1.8	1.0	3.4	4.5	2.1	9.9	
NEITHER	27.1	25.0	29.3	16.5	21.3	23.5	15.5	24.3	18.2	23.5	17.0	33.2	20.9	17.6	25.6	20.4	13.0	33.8	19.4	18.8	20.9	
AGREE	32.5	36.8	28.0	20.3	23.2	22.2	22.4	22.9	24.4	20.9	17.7	25.7	21.9	18.8	26.3	24.8	22.9	28.2	26.9	22.7	35.8	
STRONGLY AGREE	12.9	12.5	13.2	10.6	11.6	26.5	15.6	10.8	6.9	10.7	8.6	13.9	14.0	12.8	15.6	12.8	12.4	13.5	8.2	8.7	7.1	
NOT APPLICABLE (SKIPPED OUT)	18.9	18.2	19.7	49.6	38.4	26.2	45.3	37.8	37.1	38.8	51.4	19.8	36.0	48.6	18.3	38.7	50.7	16.8	40.2	46.6	26.2	
Don't Know	0.6	0.5	0.8	0.3	0.5	0.0	0.2	0.4	0.3	0.4	0.2	0.8	0.4	0.2	0.6	0.5	0.0	1.5	0.5	0.7	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	742	449	293	1169	1462	78	320	749	275	426	334	92	416	326	90	325	263	62	295	246	49	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	241
Instrument change	0
Other	0
Total missing	241

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are MPS, not in service or OEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	Definitely
+	Probably
-	Probably not
--	Definitely not

YRSELCON - PE2 DEVELOP SELF-CONFIDENCE: ROTC (Variable 547)

Responses	National			Officer Markets (HSM + CM)												Region IV		
	College			Region I			Region II			Region III			Region IV			Region V		
	Total	CI	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	2.6	2.0	3.2	0.6	1.6	1.6	2.2	0.9	4.1	2.5	0.8	4.9	0.3	0.0	1.0	0.9	0.7	1.4
DISAGREE	5.9	6.6	5.2	2.2	3.3	3.3	2.8	3.0	2.4	2.6	2.3	3.1	5.3	1.3	12.6	2.5	2.0	3.6
NEITHER	22.2	24.9	19.3	9.5	13.2	13.2	7.3	8.7	13.1	14.8	11.9	19.0	10.4	7.8	15.1	14.7	10.0	24.6
AGREE	38.8	37.9	39.7	24.9	30.5	30.5	36.2	26.5	33.3	29.0	24.4	35.4	31.3	24.3	44.2	31.1	28.1	37.7
STRONGLY AGREE	11.4	10.3	12.5	13.1	12.9	12.9	29.2	17.2	10.9	14.8	12.1	18.6	13.4	15.8	8.8	10.7	12.6	6.4
NOT APPLICABLE (SKIPPED OUT)	18.9	18.2	19.7	49.6	38.4	38.4	26.2	45.3	37.8	36.0	48.6	18.3	38.7	50.7	16.8	40.2	46.6	26.2
Don't Know	0.3	0.1	0.5	0.1	0.2	0.2	0.0	0.2	0.0	0.3	0.0	0.6	0.5	0.0	1.5	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	742	449	293	1169	1462	1462	78	320	749	426	334	92	416	326	90	325	263	49

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	241
Instrument change	0
Other	0
Total missing	241

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or NRP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YRELECT -- PE2 COLLEGE ELECTIVE W/COURSES: ROTC (Variable 548)

Responses	National																	Officer Markets (HSM + CM)											
	College			HSM	Total Market	RUTC Course Propensity				Region I			Region II			Region III			Region IV										
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM								
STRONGLY DISAGR	1.8	1.6	1.9	0.5	1.0	0.0	0.0	1.1	1.9	2.2	0.7	4.5	1.1	0.8	1.6	0.0	0.0	0.0	0.2	0.2	0.0								
DISAGREE	4.5	4.8	4.2	1.3	2.4	0.9	0.8	3.1	2.6	1.5	1.4	1.7	3.1	0.9	6.3	2.6	0.8	6.0	2.4	2.2	3.0								
NEITHER	19.6	18.8	20.4	12.2	15.2	7.3	9.2	14.2	24.1	13.1	10.5	17.0	18.2	11.7	27.6	15.6	13.1	20.2	14.3	13.9	15.1								
AGREE	29.0	30.7	27.2	21.9	23.9	28.0	23.7	27.4	14.3	26.4	22.9	31.6	20.3	21.1	19.1	20.7	19.8	22.4	28.8	23.9	39.4								
STRONGLY AGREE	25.5	25.2	25.7	14.5	18.7	37.6	20.8	16.2	19.1	17.8	12.9	25.3	20.4	16.9	25.3	21.8	15.6	33.1	13.9	12.7	16.4								
NOT APPLICABLE (SKIPPED OUT)	18.9	18.2	19.7	49.6	38.4	26.2	45.3	37.8	37.1	38.8	51.4	19.8	36.0	48.6	18.3	38.7	50.7	16.8	40.2	46.6	26.2								
Don't Know	0.8	0.7	0.9	0.2	0.4	0.0	0.2	0.1	0.9	0.1	0.2	0.0	0.8	0.0	1.9	0.5	0.0	1.5	0.3	0.5	0.0								
Total weighted percent.	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0								
Total sample size	742	449	293	1169	1462	78	320	749	275	426	334	92	416	326	90	325	263	62	295	246	49								

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	241
Instrument change	0
Other	0
Total missing	241

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not



## (Variable 549)

Responses	National										Officer Markets (HSM + CM)											
	College			HSM	Total Market	JOTC Course Propensity				Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
STRONGLY DISAGR	1.1	0.2	2.2	1.0	1.4	0.0	0.0	1.7	2.6	2.4	2.0	3.2	1.2	1.5	0.8	1.0	0.0	2.8	0.7	0.2	1.7	
DISAGREE	3.0	3.6	2.4	1.6	1.9	1.4	1.4	1.3	4.1	1.6	1.1	2.3	1.6	1.8	1.3	1.5	0.8	2.7	3.3	2.8	4.5	
NEITHER	18.9	18.4	19.4	11.4	14.4	7.2	7.5	17.2	16.0	15.8	9.4	25.4	16.1	13.4	19.8	11.6	10.0	14.7	13.8	14.0	13.4	
AGREE	28.7	30.0	27.3	19.0	22.1	19.3	24.0	21.1	23.9	18.3	17.8	19.0	22.5	17.4	29.8	24.5	19.7	33.3	24.7	21.7	31.4	
STRONGLY AGREE	28.6	29.1	28.1	17.1	21.2	45.9	21.0	20.8	15.4	22.7	17.7	30.4	21.8	17.3	28.2	21.7	18.1	28.2	17.2	14.6	22.9	
NOT APPLICABLE (SKIPPED OUT)	18.9	18.2	19.7	49.6	38.4	26.2	45.3	37.8	37.1	38.8	51.4	19.8	36.0	48.6	18.3	38.7	50.7	16.8	40.2	46.6	26.2	
Don't Know	0.7	0.5	0.9	0.3	0.5	0.0	0.8	0.1	0.9	0.3	0.6	0.0	0.8	0.0	1.9	0.9	0.6	1.5	3.0	0.0	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	742	449	293	1169	1462	78	320	749	275	426	334	92	416	326	90	325	263	62	295	246	49	

ALG DATA SUMMARY (Unweighted count)	
Randomization/rotation	241
Instrument change	0
Other	0
Total missing	241

**NATIONAL SAMPLES**

16- to 24-year-old males living in continental US, who are NPS, not in service or OLP, non-institutionalized, and not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

LI -- *College Influencers: college juniors and seniors;*  
CM -- *College Market: freshmen and sophomores in 4-year colleges;*  
IKSM -- *High School Market: enlivened high school juniors and seniors.*

**OFFICER MARKETS (HSM + CM)**

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:

++ = Definitely      -- = Definitely not  
+ = Probably        - = Probably not

YOWIDE -- PE3 WIDE VARIETY OF JOBS: OFFICER (Variable 550)

Responses	National						Officer Markets (HSM + CM)														
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	1.9	2.1	1.7	1.0	1.2	0.0	0.0	1.3	2.7	2.7	1.9	4.0	1.5	1.5	1.5	0.0	0.0	0.0	0.2	0.2	0.0
DISAGREE	8.1	9.2	6.9	2.0	3.9	3.2	0.4	3.9	7.5	4.1	2.8	6.0	2.9	0.7	6.0	3.9	2.0	7.3	4.6	2.3	9.6
NEITHER	28.0	32.5	23.3	12.3	16.4	3.0	9.3	18.1	22.1	14.3	10.5	20.1	18.0	13.6	24.3	16.9	12.5	24.9	17.2	13.1	26.1
AGREE	31.0	29.1	33.0	19.7	24.7	14.6	27.5	26.3	20.7	24.9	17.0	36.8	24.8	19.7	32.1	23.0	18.6	31.0	26.4	24.9	29.5
STRONGLY AGREE	11.9	8.7	15.4	15.4	15.4	53.0	17.6	12.5	9.9	15.2	16.4	13.4	16.7	15.9	17.9	17.5	16.1	20.0	11.4	12.7	8.6
NOT APPLICABLE (SKIPPED OUT)	18.9	18.2	19.7	49.6	38.4	26.2	45.3	37.8	37.1	38.8	51.4	19.8	36.0	48.6	18.3	38.7	50.7	16.8	40.2	46.6	26.2
Don't Know	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	742	449	293	1169	1462	78	320	749	275	426	334	92	416	326	90	325	263	62	295	246	49

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	241
Instrument change	0
Other	0
Total missing	241

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are HSM, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YOPROUD -- PE3 EXPERIENCE TO BE PROUD OF: OFFICER (Variable 551)

Responses	National			Officer Markets (HSM + CM)									
	College			Total		HSM		Region I		Region II		Region III	
	Total	CI	CM	Total	HSM	CM	CM	Total	HSM	CM	CM	Total	HSM
STRONGLY DISAGREE	1.2	1.3	1.2	0.7	0.7	0.0	0.0	1.4	1.1	1.7	1.4	2.3	0.0
DISAGREE	4.1	3.3	5.0	1.8	3.0	0.0	1.2	4.9	2.3	8.7	1.9	2.8	1.9
NEITHER	19.5	21.7	17.2	7.0	10.8	2.4	4.5	9.9	5.0	17.3	10.2	7.9	9.5
AGREE	36.2	38.4	33.8	20.3	25.4	20.2	22.9	27.6	23.5	32.8	24.1	30.2	25.8
STRONGLY AGREE	20.0	17.1	23.1	20.6	21.5	50.5	26.1	19.3	15.4	19.6	25.9	32.9	24.1
NOT APPLICABLE (SKIPPED OUT)	18.9	18.2	19.7	49.6	38.4	26.2	45.3	37.8	37.1	19.8	36.0	48.6	38.7
Don't Know	0.1	0.1	0.0	0.1	0.0	0.6	0.0	0.0	0.0	0.0	0.1	0.2	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	742	449	293	1169	1462	78	320	749	275	426	416	326	325

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	241
Instrument change	0
Other	0
Total missing	241

NATIONAL SAMPLES
16- to 24-year-old males living in continental US, who are NPS, not in service or DTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:
CI -- College Influencers: college juniors and seniors
CM -- College Markets: freshmen and sophomores in 4-year colleges
HSM -- High School Market: college-oriented high school juniors and seniors

OFFICER MARKETS (HSM + CM)
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:
++ = Definitely
+ = Probably
-- = Definitely not
- = Probably not

YOUSCOL -- PE3 USE COLLEGE SKILLS: OFFICER (Variable 552)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	RTTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	2.9	3.5	2.3	0.9	1.4	0.0	1.1	3.5	2.9	1.4	5.0	1.6	1.1	2.3	0.3	0.4	0.0	0.2	0.2	0.0	
DISAGREE	9.7	10.0	9.3	3.2	5.5	2.6	2.2	4.1	13.2	4.6	3.5	6.2	7.0	3.5	12.0	5.2	2.4	10.4	5.3	3.5	9.2
NEITHER	23.2	26.8	19.4	10.2	13.6	3.0	10.6	15.1	15.4	12.2	9.7	16.1	16.5	11.8	23.2	11.3	8.2	17.0	15.1	11.4	23.2
AGREE	32.5	33.3	31.7	18.8	23.6	19.2	19.7	27.0	19.6	23.0	15.6	34.3	20.0	19.3	21.0	26.9	20.3	38.9	25.0	20.8	34.0
STRONGLY AGREE	12.5	7.9	17.4	17.4	17.4	47.7	22.2	14.9	10.6	18.4	18.3	18.6	18.3	15.7	22.0	17.6	17.9	16.9	14.3	17.4	7.4
NOT APPLICABLE (SKIPPED OUT)	18.9	18.2	19.7	49.6	38.4	26.2	45.3	37.8	37.1	38.8	51.4	19.8	36.0	48.6	18.3	38.7	50.7	16.8	40.2	46.6	26.2
Don't Know	0.3	0.3	0.3	0.0	0.1	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.5	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	742	449	293	1169	1462	78	320	749	275	426	334	92	416	326	90	325	263	62	295	246	49

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	241
Instrument change	0
Other	0
Total missing	241

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	Definitely
+	Probably
-	Probably not
--	Definitely not

YOINNOV -- PER INNOVATIVE/CREATIVE: OFFICER (Variable 553)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	Region I			Region II			Region III			Region IV							
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM					
STRONGLY DISAGR	3.3	.1	1.4	1.3	2.5	0.0	0.9	3.5	2.1	1.7	2.6	0.9	0.9	0.8	0.8	0.5	1.4	1.5	2.2	0.0	
DISAGREE	10.5	11.1	9.9	2.6	1.4	1.2	5.0	11.3	4.9	2.5	8.5	5.0	3.1	7.8	7.0	2.4	15.3	4.3	2.4	8.6	
NEITHER	22.1	21.8	22.4	9.4	8.7	11.3	15.2	16.1	16.5	9.9	26.4	17.5	9.7	28.6	10.0	7.2	15.1	12.1	11.2	14.1	
AGREE	30.0	31.2	28.6	1.3	24.0	30.6	21.2	26.6	18.7	24.3	21.2	29.0	20.3	22.0	17.9	24.0	20.2	31.0	28.5	21.8	42.8
STRONGLY AGREE	15.0	12.5	17.7	15.8	16.5	30.7	21.0	14.6	12.7	13.5	13.3	13.9	19.7	15.6	25.4	19.5	19.0	20.3	13.4	15.8	8.3
NOT APPLICABLE (SKIPPED OUT)	18.9	18.2	19.7	49.6	38.4	26.2	45.3	37.8	37.1	38.8	51.4	19.8	36.0	48.6	18.3	38.7	50.7	16.8	40.2	46.6	26.2
Don't Know	0.2	0.1	0.3	0.0	0.1	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.5	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	742	449	293	1169	1462	78	320	749	275	426	334	92	416	326	90	325	263	62	295	246	49

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	241
Instrument change	0
Other	0
Total missing	241

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YKAEARN -- KA7 EARN MONEY FOR COLLEGE IN ARMY (Variable 554)

Responses	National					Officer Markets (HSM + CM)																	
	College			HSM	Total Market	RTTC Course Propensity					Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM		
YES	95.4	94.5	96.6	95.4	95.8	93.8	96.8	96.7	94.0	96.1	97.2	94.0	97.7	97.2	98.7	95.1	93.5	98.7	94.2	93.4	95.6		
NO	1.9	2.9	0.6	2.8	2.1	6.2	2.3	1.8	1.5	1.5	2.3	0.0	1.7	1.9	1.3	2.0	2.3	1.3	3.3	5.2	0.0		
Don't Know	2.5	2.2	2.8	1.8	2.1	0.0	0.9	1.6	4.5	2.4	0.5	6.0	0.6	0.9	0.0	2.9	4.2	0.0	2.4	1.3	4.4		
Refused	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Total sample size	442	220	222	612	834	35	159	427	190	232	171	61	238	173	65	184	140	44	180	128	52		

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YKAE DBEN -- KA1 AMOUNT OF ARMY EDUCATION BENEFITS (Variable 555)

Responses	National						Officer Markets (HSM + CM)														
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
UNDER \$5,000	7.4	6.2	8.8	10.7	10.0	13.8	10.5	9.6	10.5	7.8	8.0	7.2	12.2	14.2	8.2	10.3	8.3	15.0	10.2	13.1	5.2
\$5,000-\$9,999	11.2	13.0	8.8	15.8	13.4	2.9	12.6	14.3	15.5	15.9	18.4	11.2	12.4	13.3	10.6	14.7	17.7	7.7	10.0	12.8	5.3
\$10,000-\$14,999	21.7	19.9	23.9	11.7	15.8	9.6	15.0	15.6	17.5	16.2	12.6	22.9	17.7	17.2	18.8	15.7	10.6	27.4	13.4	5.6	26.7
\$15,000-\$19,999	8.4	9.5	7.1	8.8	8.2	12.0	8.2	9.0	6.5	10.0	12.0	6.3	8.5	8.8	7.9	5.7	5.4	6.3	8.6	9.0	8.0
\$20,000-\$24,999	16.1	14.8	17.6	11.1	13.3	18.2	10.2	15.2	11.6	9.6	11.0	7.0	16.3	9.7	30.0	15.4	13.5	19.6	12.2	9.6	16.7
\$25,000 OR MORE	8.3	6.6	10.2	9.7	9.9	24.8	16.0	7.8	7.3	9.8	8.0	13.2	8.2	8.7	7.2	9.1	8.7	10.1	12.8	14.5	9.7
NOT APPLICABLE (SKIPPED OUT)	1.9	2.9	0.6	2.8	2.1	6.2	2.3	1.8	1.5	1.5	2.3	0.0	1.7	1.9	1.3	2.0	2.3	1.3	3.3	5.2	0.0
Don't Know	24.7	26.7	22.4	29.1	26.8	12.5	25.2	26.1	29.1	29.1	27.5	32.2	22.9	26.2	16.0	26.5	33.0	11.6	28.6	29.5	26.9
Refused	0.5	0.4	0.5	0.3	0.4	0.0	0.0	0.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.6	0.9	0.9	0.7	1.4
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	442	220	222	612	834	35	159	427	190	232	171	61	238	173	65	184	140	44	180	128	52

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YKALLCOL -- KA2 WOULD ARMY PAY FOR ENTIRE COLLEGE ED (Variable 556)

Responses	National			Officer Markets (HSM + CM)																	
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	35.5	31.6	40.3	32.9	35.4	53.3	35.9	35.0	34.0	31.7	32.5	30.2	33.4	26.4	47.6	42.7	41.0	46.8	33.7	30.4	39.4
NO	56.8	59.1	54.0	61.0	58.6	38.8	59.0	59.7	59.0	62.0	62.8	60.4	61.8	67.7	49.8	51.8	53.5	47.7	58.8	60.3	56.2
NOT APPLICABLE (SKIPPED OUT)	1.9	2.9	0.6	2.8	2.1	6.2	2.3	1.8	1.5	1.5	2.3	0.0	1.7	1.9	1.3	2.0	2.3	1.3	3.3	5.2	0.0
Don't Know	5.5	5.9	5.1	3.4	3.9	1.6	2.7	3.5	5.6	4.8	2.4	9.3	3.1	4.0	1.3	3.5	3.2	4.2	4.2	4.0	4.5
Refused	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	442	220	222	612	834	35	159	427	190	232	171	61	238	173	65	184	140	44	180	128	52

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DFP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC.	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not



YKASAME -- KA3 COMPAR ARMY EDUC BEN TO OTH BRANCHES (Variable 557)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
MORE	11.5	8.6	15.1	17.5	16.7	16.3	22.8	15.0	16.2	16.4	15.2	18.9	19.9	20.9	17.8	13.6	14.8	10.9	17.0	20.0	11.9
LESS	7.1	7.8	6.2	7.6	7.1	18.3	5.6	7.1	6.5	3.1	3.7	1.9	9.5	8.0	12.6	9.4	10.3	7.2	7.1	8.9	4.1
ABOUT THE SAME	71.3	71.9	70.5	69.0	69.5	59.2	63.5	73.0	69.5	71.8	75.6	64.5	66.4	66.6	66.0	71.8	70.4	74.8	67.4	61.3	77.9
NOT APPLICABLE (SKIPPED OUT)	1.9	2.9	0.6	2.8	2.1	6.2	2.3	1.8	1.5	1.5	2.3	0.0	1.7	1.9	1.3	2.0	2.3	1.3	3.3	5.2	0.0
Don't Know	7.9	8.4	7.4	3.0	4.5	0.0	5.7	3.0	6.4	7.2	3.1	14.7	2.5	2.6	2.3	3.0	2.2	4.8	5.1	4.5	6.2
Refused	0.3	0.4	0.2	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.9	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	442	220	222	612	834	35	159	427	190	232	171	61	238	173	65	184	140	44	180	128	52

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or NIEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YKAGIAR -- KA4 DOES THE ARMY OFFER THE GI BILL (Variable 559)

Responses	National										Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
DOES OFFER	84.9	82.8	87.4	88.0	87.8	98.4	93.2	87.5	85.2	87.4	85.5	91.1	93.3	93.3	93.3	85.3	85.7	84.4	85.4	88.4	80.2	
DOES NOT OFFER	2.2	2.2	2.3	2.4	2.4	1.6	1.8	1.6	4.9	1.5	1.4	1.6	1.8	1.1	3.2	3.5	4.1	2.2	2.7	3.1	2.1	
Don't Know	12.5	14.5	10.0	9.4	9.6	0.0	5.0	10.7	9.5	11.1	13.1	7.2	4.9	5.6	3.5	11.2	10.2	13.4	10.9	7.8	16.3	
Refused	0.5	0.6	0.3	0.1	0.2	0.0	0.0	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.7	1.4	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	442	220	222	612	834	35	159	427	190	232	171	61	238	173	65	184	140	44	180	128	52	

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
C) -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Indefinitely	-- = Probably not
+ = Probably	-- = Definitely not

YKAGIAF -- KA4 DOES THE AIR FORCE OFFER THE GI BILL (Variable 560)

Responses	National																	Officer Markets (HSM + CM)											
	College			HSM	Total Market	RDTC Course Propensity						Region I			Region II			Region III			Region IV								
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM								
DOES OFFER	47.3	49.1	45.0	43.3	43.9	49.1	48.3	45.5	40.5	47.9	46.4	50.6	47.8	49.4	44.4	40.0	39.3	41.7	39.1	37.4	42.0								
DOES NOT OFFER	25.5	21.2	30.6	29.3	29.8	32.5	27.3	29.5	31.4	23.8	21.8	27.4	32.6	31.1	35.7	31.6	32.3	30.1	32.3	33.6	30.2								
Don't Know	26.9	29.2	24.0	27.2	26.1	18.3	24.4	24.7	27.8	28.4	31.8	22.0	19.7	19.5	20.0	28.4	28.4	28.2	27.7	28.4	26.4								
Refused	0.4	0.4	0.3	0.1	0.2	0.0	0.0	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.7	1.4								
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0								
Total sample size	442	220	222	612	834	35	159	427	190	232	171	61	238	173	65	184	140	44	180	128	52								

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YKAGINA -- KA4 DOES THE NAVY OFFER THE GI BILL (Variable 561)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	Region I			Region II			Region III			Region IV							
	Total	CI	CM		HSM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM				
DOES OFFER	48.4	48.7	47.9	41.6	43.8	50.1	45.0	47.5	37.4	44.8	43.2	47.6	47.2	42.3	57.3	41.7	40.2	45.3	41.1	40.7	41.7
DOES NOT OFFER	23.8	20.7	27.7	33.4	31.5	38.0	32.6	29.0	34.5	27.9	28.1	27.5	35.0	39.8	25.3	30.1	29.9	30.4	34.0	37.7	27.8
Don't Know	27.4	30.1	24.0	24.8	24.5	12.0	22.4	23.2	27.8	27.3	28.7	24.9	17.8	18.0	17.5	28.2	29.9	24.3	24.0	21.0	29.1
Refused	0.5	0.6	0.3	0.1	0.2	0.0	0.0	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.7	1.4
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	442	220	222	612	834	35	159	427	190	232	171	61	238	173	65	184	140	44	180	128	52

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
= = Probably	--- = Definitely not

## (Variable 562)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
DOES OFFER	52.2	53.3	50.8	53.2	52.4	66.4	60.4	53.5	46.0	50.3	50.3	50.4	57.0	55.7	59.8	49.4	51.8	44.0	53.6	56.1	49.3
DOES NOT OFFER	21.1	14.7	29.0	25.0	26.4	30.7	20.4	25.5	31.2	25.4	21.3	32.9	27.5	29.3	23.9	28.2	24.1	37.7	24.3	26.3	20.7
Don't Know	26.3	31.5	19.9	21.6	21.0	2.9	19.2	20.8	22.4	24.3	28.4	16.7	15.5	15.1	16.3	22.3	24.1	18.3	21.2	16.9	28.6
Refused	0.4	0.4	0.3	0.1	0.2	0.0	0.0	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.7	1.4
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	442	220	222	612	834	35	159	427	190	232	171	61	238	173	65	184	140	44	180	128	52

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

**NATIONAL SAMPLES**

16- to 24-year-old males living in continental US, who are NPS, not in service or NFP, non-institutionalized, not 4-year college graduates, have never taken a college RUTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

- CI -- College Influencers: college juniors and seniors
- CM -- College Market: freshmen and sophomores in 4-year colleges
- HC -- High School Market: college-oriented high school juniors and seniors

**OFFICER MARKETS (HSM + CM)**

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix W) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:

++ = Definitely	-- = Probably not
+ = Probably	- = Definitely not

# YKAYEARS -- KA5 MINIMUM ARMY ENLISTMENT (Variable 563)

Responses	National			Officer Markets (HSM + CM)												Region IV		
	College			Region I			Region II			Region III			Region IV			Region V		
	Total	CI	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
1	2.5	1.9	3.2	1.9	1.9	2.3	2.7	3.2	1.7	3.0	1.8	5.3	2.0	0.8	5.0	1.6	1.7	1.4
2	42.4	43.0	41.8	39.3	40.2	38.0	39.5	42.1	40.3	35.7	45.1	44.9	45.3	36.9	38.3	33.7	39.4	40.9
3	14.1	14.1	14.2	14.1	14.1	14.1	12.6	13.5	10.9	14.4	12.6	17.9	16.0	17.5	12.6	13.6	12.2	16.0
4	25.1	24.8	25.5	25.0	25.2	22.7	22.7	24.0	23.0	32.8	26.2	26.8	24.8	23.4	20.7	29.5	29.0	25.1
5+	3.5	3.1	4.1	4.4	4.3	5.9	5.9	3.6	5.4	2.5	2.9	3.4	1.8	5.9	5.6	6.6	2.8	3.5
Don't Know	12.0	12.8	11.0	15.1	13.7	10.0	16.8	12.9	12.6	17.5	8.5	10.4	4.8	15.5	17.2	11.6	13.2	15.9
Refused	0.3	0.4	0.2	0.1	0.2	0.0	0.0	0.0	0.1	0.4	0.0	0.0	0.0	0.3	0.0	0.9	0.4	0.7
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	442	220	222	612	834	35	232	159	427	190	238	173	65	184	140	44	180	128

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or IEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YKADEP -- KA6 CAN Y JOIN ARMY DEP & ENTER YR LATER (Variable 564)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	RUTL Louser Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	90.6	92.8	88.0	81.6	83.8	81.4	83.6	87.6	76.5	78.1	79.0	76.3	89.1	86.4	94.8	84.7	80.2	94.8	84.1	81.2	89.1
NO	2.7	2.5	3.0	6.3	5.2	11.2	4.7	4.0	7.5	5.4	6.0	4.2	5.8	7.7	2.0	3.6	4.0	2.6	6.0	7.9	2.8
Don't know	6.4	4.3	9.0	11.8	10.8	7.4	11.7	7.9	16.1	15.7	13.7	19.5	5.0	6.0	3.2	11.7	15.7	2.6	9.8	10.9	8.1
Refused	0.2	0.4	0.0	0.4	0.2	0.0	0.0	0.5	0.0	0.8	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	442	220	222	612	834	35	159	427	190	232	171	61	238	173	65	184	140	44	180	128	52

MISSING DATA SUMMARY (Unweighted count)	
Base organization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or OEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
C1 -- College Juniors, college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	== = Probably not
+	Probable
-- = Definitely not	

YKARGJUN -- KA8 CAN HS JRS AGE 17 JOIN RESERVE/GUARD (Variable 565)

Responses	National			Officer Markets (HSM + CM)											
	College			Total Market			Region I			Region II			Region III		
	Total	CI	CM	HSM	Total	Market	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	60.6	58.1	63.7	60.8	61.8	61.8	79.8	64.6	60.4	61.8	60.6	58.9	63.6	63.4	67.9
NO	22.9	24.1	21.6	27.8	25.7	25.7	15.4	21.1	30.9	21.8	24.8	29.2	16.6	27.6	25.0
Don't Know	16.1	17.4	14.5	11.2	12.3	12.3	4.8	14.4	8.4	16.4	14.6	11.8	19.8	9.0	7.1
Refused	0.3	0.4	0.2	0.2	0.2	0.2	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	442	220	222	612	834	834	35	159	427	190	232	171	61	238	173

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment, is a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	Definitely
+	Probably
--	Definitely not



YKARGHS -- KA9 CAN ONLY HS GRADS JOIN RESERVE/GUARD

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	RNTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	15.1	14.3	16.1	15.1	15.5	6.3	19.6	15.1	15.2	15.8	15.1	17.2	16.1	16.5	15.4	14.0	13.2	15.7	16.1	16.2	15.9
NO	14.0	15.3	12.4	18.3	16.3	13.9	7.3	19.5	14.2	15.2	19.6	7.2	17.2	13.5	24.6	16.9	20.7	8.1	15.9	18.9	10.9
NOT APPLICABLE (SKIPPED OUT)	60.6	58.1	63.7	60.8	61.8	79.8	64.6	60.4	61.8	60.6	58.9	63.6	63.4	67.9	54.2	64.0	60.5	72.0	59.1	55.5	65.2
Don't Know	10.0	11.8	7.7	5.8	6.4	0.0	8.6	5.0	8.8	8.4	6.4	12.0	3.3	2.1	5.8	5.1	5.5	4.1	8.9	9.5	8.0
Refused	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	442	220	222	612	834	35	159	427	190	232	171	61	238	173	65	184	140	44	180	128	52

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

**NATIONAL SAMPLES**

16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, and not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

CI --- College Influencers: college juniors and seniors  
CM --- College Market: freshmen and sophomores in 4-year colleges  
HSM --- High School Market: college-oriented high school juniors and seniors

**OFFICER MARKETS (IUSM + CM)**

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:

++ = Definitely not      = Probably not  
+ = Probably            -- = Definitely not

# YKAWARD -- KA10 WHO SPONSORS SCHOLAR-ATHLETE AWARD (Variable 567)

Responses	National				Officer Markets (HSM + CM)																	
	College			HSM	Total Market			ROTC Course Propensity			Region I			Region II			Region III			Region IV		
	Total	CI	CM		++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM		
MARINE CORPS	11.7	13.4	9.8	14.2	12.7	30.8	8.7	14.4	10.5	11.3	10.3	13.3	11.6	13.3	8.1	17.9	20.8	11.1	9.7	12.0	5.8	
NATIONAL GUARD	3.5	3.4	3.5	5.0	4.5	1.7	5.7	5.5	1.9	6.4	6.7	6.0	4.8	5.1	4.3	4.0	4.2	3.4	2.2	3.5	0.0	
ARMY RESERVE	32.5	30.3	35.1	31.5	32.7	23.2	34.4	35.1	29.4	34.0	31.3	38.9	37.6	42.6	27.3	30.4	27.5	37.0	28.6	24.2	36.2	
AIR FORCE	5.5	5.4	5.6	7.3	6.7	10.2	6.3	5.5	9.8	6.0	7.9	2.6	6.9	6.1	8.4	6.2	7.3	3.7	8.1	7.8	8.5	
NAVY	8.3	8.2	8.5	11.3	10.3	12.0	14.8	8.4	11.5	8.3	11.1	3.0	10.1	8.8	12.5	9.6	9.1	10.7	14.2	17.2	9.0	
Don't Know	38.2	38.9	37.3	30.6	32.8	22.0	30.1	30.9	36.6	34.0	32.8	36.3	29.1	24.0	39.4	31.7	31.0	33.2	36.7	34.6	40.4	
Refused	0.3	0.4	0.2	0.1	0.2	0.0	0.0	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.9	0.4	0.7	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	442	220	222	612	834	35	159	427	190	232	171	61	238	173	65	184	140	44	180	128	52	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DDP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YKARGCOL -- KA11 EARN COLLEGE MONEY IN RESERVE/GUARD

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	RNTC Course Propensity				Region I			Region II			Region III			Region IV			
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	88.8	87.4	90.6	89.7	90.0	93.6	88.9	90.3	89.1	86.3	87.2	84.8	94.6	93.9	96.0	90.8	87.7	97.9	88.9	90.9	85.4
NO	4.4	5.1	3.5	3.9	3.8	3.0	2.4	4.1	4.7	5.5	7.6	1.4	2.8	2.7	3.0	2.3	2.8	1.3	4.5	2.0	8.8
Don't Know	6.4	7.0	5.5	6.3	6.1	3.4	8.6	5.3	6.2	8.2	5.2	13.8	2.6	3.4	1.0	6.9	9.5	0.8	6.1	7.1	4.4
Refused	0.4	0.4	0.3	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	1.4
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	442	220	222	612	834	35	159	427	190	232	171	61	238	173	65	184	140	44	180	128	52

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

CONTINENTAL SAMPLES

15- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college RHTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:

CI --- College influencers: college juniors and seniors

CM --- College Market: freshmen and sophomores in 4-year colleges

HSM --- High School Market: college-oriented high school juniors and seniors

**OFFICER MARKETS (HSM + CM)**

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Proximity -- reported intention to enroll in at least one college course offered by Army ROTC:

++ = Definitely      -- = Probably not  
+ = Probably        -- = Definitely not

# YKARGGI -- KA12 MAX GI BILL AMOUNT IN RESERVE/GUARD (Variable 569)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
UNDER \$1,000	0.7	0.1	1.5	0.9	1.1	0.5	1.1	0.9	1.2	0.1	0.2	0.0	1.8	1.3	2.8	1.8	1.7	1.9	0.8	0.2	1.8
\$1,000 TO \$1,999	1.3	1.5	1.0	3.2	2.5	5.2	1.4	2.6	3.0	1.7	2.6	0.0	2.1	2.3	1.8	2.9	4.2	0.0	3.4	4.0	2.5
\$2,000 TO \$3,999	5.4	4.7	6.3	8.4	7.7	8.4	7.7	7.2	8.4	7.1	5.0	11.1	9.3	11.6	4.4	6.6	7.6	4.5	7.9	10.0	4.2
\$4,000 TO \$5,999	13.0	13.0	13.0	9.9	10.9	2.4	7.5	12.1	12.9	12.6	13.6	10.7	10.2	6.7	17.2	10.5	7.0	18.5	10.0	12.1	6.4
\$6,000 TO \$7,999	3.0	2.2	3.9	4.0	4.0	10.0	1.8	4.3	4.2	4.6	4.7	4.3	4.1	3.1	6.3	1.4	1.1	2.2	5.9	7.7	2.8
\$8,000 TO \$9,999	2.6	3.1	2.1	4.3	3.6	12.3	6.4	2.9	1.7	2.8	2.8	2.8	5.0	6.4	2.1	4.2	5.1	2.2	2.2	2.9	1.0
\$10,000 OR MORE	30.4	25.9	36.0	27.4	30.3	30.8	29.3	31.6	28.9	28.1	25.2	33.6	34.3	31.1	40.7	29.3	25.8	37.3	29.8	27.9	33.0
NOT APPLICABLE (SKIPPED OUT)	11.2	12.6	9.4	10.3	10.0	6.4	11.1	9.7	10.9	13.7	12.8	15.2	5.4	6.1	4.0	9.2	12.3	2.1	11.1	9.1	14.6
Don't Know	32.2	36.8	26.5	31.5	29.8	23.8	33.7	28.4	28.5	29.3	33.1	22.3	27.9	31.4	20.7	33.3	34.7	30.3	28.5	25.5	33.8
Refused	0.2	0.1	0.2	0.3	0.3	0.0	0.0	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.6	0.9	0.4	0.7	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	442	220	222	612	834	35	159	427	190	232	171	61	238	173	65	184	140	44	180	128	52

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	Definitely
+	Probably
--	Probably not
---	Definitely not

# YDMARITL -- DE6 CURRENT MARITAL STATUS (Variable 570)

Responses	National				Officer Markets (HSM + CM)													
	College				Total Market	RDTC Course Propensity				Region I			Region II			Region III		
	Total	CI	CM	HSM		++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
SINGLE	96.0	95.7	96.4	99.7	98.6	99.0	99.6	98.5	98.0	99.5	99.7	99.1	98.6	99.6	97.1	96.8	99.8	90.3
MARRIED	3.9	4.3	3.6	0.1	1.3	1.0	0.4	1.4	2.0	0.4	0.1	0.9	1.4	0.4	2.9	3.1	0.0	9.7
SEPARATED	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0
WIDOWED	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Refused	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YDEDDAD -- DE19 FATHER'S HIGHEST LEVEL OF EDUCATION (Variable 574)

Responses	National			Officer Markets (HSM + CM)									
	College			Total Market		RUTC Course Propensity		Region I		Region II		Region III	
	Total	CI	CM										
< 8TH GRADE	2.4	3.4	1.3	2.0	1.7	6.0	4.8	1.3	1.1	1.2	0.5	0.8	0.0
8TH GRADE	1.9	2.8	0.8	1.4	1.2	0.3	2.7	1.2	0.4	1.5	1.3	1.8	0.7
9TH GRADE	0.7	0.8	0.5	1.0	0.9	0.0	1.0	1.1	0.3	0.4	1.2	1.5	0.8
10TH GRADE	1.4	0.7	2.2	2.5	2.4	0.0	2.7	2.9	1.8	2.1	1.6	2.3	0.5
11TH GRADE	1.2	0.6	2.0	2.0	2.0	2.8	3.2	1.6	1.9	2.7	1.7	1.6	1.7
12TH GRADE	25.9	24.9	27.0	33.5	31.2	23.9	29.9	32.1	32.1	27.9	31.0	22.1	36.4
1ST YR 4 YR COLL	2.5	3.2	1.7	1.7	1.7	2.0	0.7	2.3	1.2	1.4	0.8	2.5	1.1
2ND YR 4 YR COLL	5.4	6.2	4.4	3.4	3.7	0.9	3.0	3.6	5.8	4.3	3.3	6.0	3.6
3RD YR 4 YR COLL	1.0	0.8	1.2	1.0	1.0	0.0	1.4	1.2	0.7	0.5	0.7	0.0	1.8
4TH YR 4 YR COLL	25.0	25.4	24.6	24.2	24.4	22.2	19.5	25.4	27.1	23.1	25.3	19.0	24.5
5TH COL/1ST GRAD	3.2	2.7	3.8	3.1	3.3	12.6	3.0	2.4	3.7	4.3	4.8	3.5	2.6
2ND YR GRAD SCHL	5.6	5.4	5.9	2.5	3.7	4.2	2.9	3.3	4.9	3.8	3.9	3.8	4.3
3RD YR GRAD SCHL	2.9	1.9	4.0	1.1	2.1	0.0	1.5	3.4	0.0	3.8	0.9	9.2	1.3
> 3 YRS GRAD SCHL	9.8	9.7	9.8	5.2	6.8	3.3	5.7	7.3	7.3	8.7	5.5	14.7	7.1
1ST YR JR/COMH	0.2	0.2	0.1	0.5	0.4	0.0	0.0	0.4	0.8	0.2	0.2	0.0	0.5
2ND YR JR/COMH	4.2	4.6	3.8	3.2	3.4	3.9	4.4	2.9	3.8	3.6	3.9	3.0	3.0
1ST YR VOC/BUS	0.7	0.3	1.2	0.0	0.4	0.9	0.0	0.1	0.5	0.2	0.0	0.5	0.4
2ND YR VOC/BUS	0.9	1.3	0.4	0.8	0.6	0.0	0.9	0.4	0.6	0.8	0.5	1.2	0.2
> 2 YRS VOC/BUS	0.2	0.2	0.3	0.7	0.5	0.0	0.3	0.6	0.7	0.7	0.5	1.0	0.6
Don't Know	4.4	4.0	4.9	9.7	8.0	17.0	12.1	6.7	5.2	7.9	9.3	5.3	6.1
Refused	0.5	0.7	0.3	0.5	0.4	0.0	0.4	0.6	0.0	0.8	0.9	0.5	0.3
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NYS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college RUTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by RUTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YDDADLFS -- DE20 FATHER'S JOB STATUS (Variable 575)

Responses	National			Officer Markets (HSM + CM)																	
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
WORKING FULLTIME	79.3	75.3	84.0	83.9	84.0	73.3	79.9	36.8	84.4	83.3	84.1	81.8	85.2	86.6	83.2	82.7	81.8	84.6	84.9	83.4	88.4
WORKING PARTTIME	1.6	2.6	0.5	2.3	1.6	1.9	2.7	1.5	0.9	1.0	1.6	0.0	2.0	2.7	0.8	1.7	2.1	0.9	2.0	2.9	0.0
UNEMPLOYED	2.2	1.9	2.6	3.4	3.1	6.0	5.6	1.7	3.3	1.4	1.4	1.4	4.2	3.9	4.6	3.8	4.0	3.4	3.3	4.8	0.0
RETIRED	8.0	10.4	5.2	2.9	3.7	4.4	3.0	3.7	3.4	4.4	3.0	6.8	3.9	3.2	4.8	3.0	3.3	2.5	3.4	2.0	6.7
TAKE CARE FAMILY	0.4	0.6	0.2	0.8	0.6	0.0	0.9	0.4	0.9	0.6	0.5	0.3	0.4	0.6	0.0	0.8	1.2	0.0	0.7	0.9	0.0
MILITARY	1.0	1.4	0.6	1.1	0.9	1.4	1.5	0.4	1.8	1.0	0.8	1.4	0.3	0.5	0.0	1.4	1.6	0.8	1.1	1.6	0.0
DECEASED	5.2	6.4	3.8	3.1	3.4	4.7	2.0	3.5	4.1	4.5	5.5	2.5	2.2	1.4	3.5	4.0	3.5	5.1	2.3	1.2	4.9
OTHER	0.7	0.3	1.1	1.1	1.1	4.8	1.7	0.7	0.9	1.5	1.4	1.7	1.1	0.4	2.2	0.8	1.2	0.0	1.1	1.6	0.0
Don't Know	1.1	0.5	1.8	1.2	1.4	3.3	2.7	1.2	0.2	2.3	1.5	3.7	0.6	0.7	0.4	1.4	0.8	2.6	1.1	1.6	0.0
Refused	0.4	0.5	0.1	0.2	0.2	0.0	0.0	0.2	0.2	0.1	0.2	0.0	0.2	0.0	0.5	0.4	0.5	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

## YDDADB8 -- DE21 MILITARY BRANCH FATHER IN (Variable 576)

Responses	National			Officer Markets (HSM + CM)											
	College			Total			ROTC Course Propensity			Region I			Region II		
	Total	CI	CM	Total	HSM	CM	++	+	-	Total	HSM	CM	Total	HSM	CM
AIR FORCE	0.4	0.5	0.2	0.5	0.5	0.4	0.0	0.8	0.3	0.3	0.4	0.3	0.6	0.0	0.0
ARMY	0.5	0.8	0.2	0.3	0.3	0.3	0.7	0.5	0.1	0.3	0.3	0.4	0.0	0.3	0.5
NAVY	0.1	0.0	0.2	0.1	0.1	0.1	0.7	0.0	0.0	0.4	0.3	0.0	0.8	0.0	0.0
NOT APPLICABLE (SKIPPED OUT)	99.0	98.6	99.4	98.9	99.1	99.0	98.6	98.5	99.6	98.2	99.0	99.2	98.6	99.7	99.5
Don't know	0.0	0.0	0.0	0.3	0.2	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	485	84	354	881	339	485	353	132	493	341

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not



# YDEDMOM -- DE26 MOTHER'S HIGHEST LEVEL OF EDUCATION (Variable 577)

Responses	National				Officer Markets (HISM + CM)																
	College			HISM	Total Market	HRTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HISM	CM	Total	HISM	CM	Total	HISM	CM	Total	HISM	CM
< 8TH GRADE	2.0	3.1	0.6	2.0	1.5	3.7	3.7	0.6	1.4	1.4	1.5	1.3	0.0	7.0	0.0	2.0	2.9	0.0	2.9	3.6	1.3
8TH GRADE	0.1	0.3	0.0	0.8	0.5	0.8	1.6	0.3	0.2	0.2	0.3	0.0	0.4	0.6	0.0	1.6	2.3	0.0	0.0	0.0	0.0
9TH GRADE	1.0	1.2	0.8	1.6	1.3	3.0	1.9	1.0	1.3	1.8	2.4	0.7	1.3	1.2	1.5	1.0	1.3	0.4	0.9	1.1	0.4
10TH GRADE	1.0	1.1	0.8	2.4	1.8	0.0	2.9	2.0	0.8	2.0	2.4	1.4	1.4	1.5	1.2	2.3	3.4	0.0	1.5	2.1	0.0
11TH GRADE	1.4	1.8	0.8	2.3	1.8	1.5	2.6	2.0	0.7	1.1	1.7	0.0	2.2	3.4	0.5	2.3	2.3	2.3	1.6	1.9	1.0
12TH GRADE	37.0	37.3	36.6	41.0	39.5	28.1	36.4	39.9	43.9	35.0	36.4	32.3	45.0	47.8	40.8	40.1	43.1	33.6	38.7	37.7	40.8
1ST YR 4 YR COLL	3.2	1.5	5.2	2.0	3.1	0.0	4.4	3.9	0.9	1.3	0.5	2.8	3.4	1.0	7.0	4.6	4.9	4.0	3.6	1.8	7.7
2ND YR 4 YR COLL	8.1	8.6	7.6	6.9	7.1	16.3	5.6	6.6	7.6	7.4	7.9	6.3	6.8	4.5	10.1	6.4	6.5	6.2	8.1	8.4	7.3
3RD YR 4 YR COLL	2.7	1.3	4.2	1.4	2.4	4.2	1.4	2.3	2.7	2.4	1.9	3.5	2.1	1.1	3.4	2.0	1.2	3.9	3.0	1.1	7.4
4TH YR 4 YR COLL	21.5	21.7	21.2	17.6	18.8	12.7	17.3	19.9	19.0	23.2	21.3	26.8	16.8	16.7	17.0	16.5	14.2	21.5	17.7	17.4	18.3
5TH COL/1ST GRAD	1.9	1.6	2.2	0.8	1.3	0.8	0.6	1.1	2.4	0.9	0.2	2.2	1.2	0.9	1.8	0.9	0.5	1.8	2.2	1.7	3.4
2ND YR GRAD SCHL	3.5	3.2	3.9	2.0	2.6	4.5	2.0	2.2	3.8	2.2	2.1	2.6	1.4	1.4	1.3	4.2	1.6	9.8	2.9	2.9	2.9
3RD YR GRAD SCHL	1.3	0.9	1.8	0.8	1.2	0.0	0.6	1.7	0.7	2.5	1.7	4.1	1.1	1.0	1.3	0.5	0.4	0.6	0.0	0.0	0.0
> 3 YRS GRAD SCHL	2.8	1.8	3.8	2.2	2.8	2.0	2.8	2.5	3.3	4.2	1.8	8.7	2.4	3.0	1.5	2.7	2.8	2.4	1.2	1.2	1.3
1ST YR JR/CDMM	0.4	0.3	0.5	0.9	0.7	0.8	0.2	0.9	0.9	0.7	1.1	0.0	0.6	0.7	0.5	0.8	0.8	0.9	0.9	0.9	0.9
2ND YR JR/CDMM	5.0	5.8	4.1	4.8	4.6	7.3	3.8	4.8	4.2	4.7	4.7	4.7	4.8	3.8	6.4	3.8	4.4	2.4	5.0	6.6	1.4
1ST YR VOC/BUS	0.9	0.8	1.1	0.3	0.6	0.0	1.0	0.3	0.7	0.2	0.3	0.0	1.1	0.8	1.5	0.3	0.0	0.9	0.9	0.2	2.4
2ND YR VOC/BUS	2.3	2.2	2.5	2.1	2.2	2.5	2.8	2.1	2.0	2.2	2.7	1.4	2.2	2.9	1.3	2.0	0.9	4.5	2.5	2.0	3.7
> 2 YRS VOC/BUS	0.2	0.1	0.2	0.7	0.6	0.0	0.8	0.5	0.7	0.6	1.0	0.0	0.1	0.0	0.3	0.4	0.3	0.6	1.2	1.7	0.0
Don't Know	3.5	4.8	2.0	7.1	5.4	11.9	6.9	5.0	2.5	5.7	8.0	1.3	5.3	7.5	2.1	5.5	5.9	4.4	4.8	6.8	0.0
Refused	0.3	0.4	0.1	0.4	0.3	0.0	0.5	0.3	0.2	0.1	0.2	0.0	0.3	0.1	0.5	0.4	0.5	0.0	0.5	0.7	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college RUTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HISM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HISM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix III) and by RUTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
+++	Definitely
++	Probably
+	Probably not
---	Definitely not

# YDMOMFLS -- DE27 MOTHER'S JOB STATUS (Variable 578)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
WORKING FULLTIME	52.1	50.6	53.9	53.1	53.4	56.6	52.2	49.7	60.6	52.9	53.2	52.4	54.7	53.4	56.6	58.5	58.0	59.5	46.2	46.9	44.8
WORKING PARTTIME	15.0	13.0	17.3	18.7	18.3	20.9	16.6	20.8	13.7	22.5	22.5	22.5	16.1	19.7	10.7	13.9	13.2	15.5	20.0	19.3	21.8
UNEMPLOYED	5.4	6.2	4.3	4.8	4.6	5.1	6.3	4.3	4.3	3.3	3.1	3.7	4.2	5.5	2.4	5.3	6.1	3.5	6.4	4.9	9.9
RETIRED	2.0	2.7	1.3	0.9	1.1	0.0	0.1	1.2	2.1	1.2	0.9	1.7	0.2	0.3	0.0	1.2	0.5	2.6	1.9	2.3	1.0
TAKE CARE FAMILY	23.2	24.2	22.1	20.1	20.8	13.2	23.2	22.1	18.1	18.5	18.4	18.7	23.4	19.9	28.8	18.9	18.9	18.8	23.2	24.3	20.9
DECEASED	0.5	0.7	0.3	1.0	0.7	2.4	0.6	0.7	0.3	0.6	0.9	0.0	1.2	1.3	1.1	1.1	1.6	0.0	0.0	0.0	0.0
OTHER	1.1	2.1	0.0	0.8	0.5	0.6	0.2	0.7	0.4	0.3	0.5	0.0	0.0	0.0	0.0	0.8	1.1	0.0	1.1	1.6	0.0
Don't Know	0.3	0.0	0.6	0.3	0.4	1.1	0.9	0.3	0.4	0.8	0.6	1.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.8	1.6
Refused	0.4	0.5	0.1	0.1	0.1	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.2	0.0	0.5	0.4	0.5	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	Definitely
+	Probably
--	Definitely not

YDOWNREL -- DE17 HOUSEHOLD HEAD'S RELATIONSHIP TO Y (Variable 579)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	Region I			Region II			Region III			Region IV							
	Total	CI	CM		HSM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM				
SIBLING	0.3	0.1	0.5	0.3	0.4	1.1	0.0	0.2	0.6	0.2	0.3	0.0	0.2	0.0	0.5	0.8	0.3	1.7	0.3	0.4	0.0
UNCLE	0.0	0.0	0.0	0.3	0.2	0.7	0.0	0.0	0.0	0.4	0.7	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0
AUNT	0.1	0.2	0.0	0.3	0.2	0.0	0.4	0.1	0.2	0.0	0.0	0.0	0.5	0.8	0.0	0.0	0.0	0.0	0.3	0.4	0.0
COUSIN	0.2	0.0	0.3	0.0	0.1	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	1.9
GRANDFATHER	0.2	0.2	0.2	0.3	0.3	0.0	0.4	0.3	0.2	0.2	0.0	0.6	0.5	0.8	0.0	0.2	0.2	0.0	0.3	0.4	0.0
GRANDMOTHR	0.3	0.1	0.6	0.1	0.3	0.0	0.5	0.4	0.0	0.5	0.2	1.0	0.0	0.0	0.0	0.4	0.0	1.1	0.3	6.4	0.0
SPOUSE	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
NON-RELATIVE	2.1	1.5	2.8	0.2	1.1	0.0	0.3	0.4	3.7	1.2	0.2	3.2	1.9	0.2	4.3	0.0	0.0	0.0	1.3	0.4	3.5
RESPONDENT	14.3	20.7	6.9	0.2	2.5	0.0	1.0	2.1	5.4	1.6	0.4	3.9	1.6	0.0	3.9	4.5	0.4	13.4	2.7	0.1	8.7
OTHER RELATIVE	1.9	2.1	1.6	0.4	0.8	0.0	1.1	0.8	1.0	1.3	0.5	2.9	0.4	0.0	1.0	0.9	1.1	0.5	0.5	0.0	1.8
NOT APPLICABLE (SKIPPED OUT)	80.3	74.6	86.8	97.9	94.1	98.1	95.7	95.6	88.3	94.5	97.7	88.5	95.0	98.1	90.3	93.2	97.7	83.3	93.5	98.0	82.9
Don't know	0.2	0.2	0.2	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.2
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or OEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	Indefinitely
+	Probably
--	Probably not
---	Definitely not

# YDROTCEV -- DE36 DID YOUTH PARTICIPATE IN ROTC (Variable 582)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	0.8	1.1	0.5	3.1	2.2	10.8	4.0	0.9	2.0	1.1	1.7	0.0	2.1	3.2	0.5	3.9	5.3	0.9	1.8	2.4	0.6
NO	99.1	98.9	99.3	96.9	97.7	89.2	96.0	99.0	98.0	98.9	98.3	100.0	97.9	96.8	99.5	96.1	94.7	99.1	97.8	97.6	98.1
Don't Know	0.1	0.0	0.2	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.3
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+	= Definitely not

YDROTCJS -- DE37 WAS PARTICIPATION IN ROTC JR OR SR (Variable 583)

Responses	National										Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
JUNIOR ROTC	0.8	1.1	0.5	3.1	2.2	10.8	4.0	0.9	2.0	1.1	1.7	0.0	2.1	3.2	0.5	3.9	5.3	0.9	1.8	2.4	0.6	
NOT APPLICABLE (SKIPPED OUT)	99.2	98.9	99.5	96.9	97.8	89.2	96.0	99.1	98.0	98.9	98.3	100.0	97.9	96.8	99.5	96.1	94.7	99.1	98.2	97.6	99.4	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YDROTCBR -- DE38 ROTC BRANCH OF PARTICIPATION (Variable 584)

Responses	National				Officer Markets (HSM + CM)															
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
NOT APPLICABLE (SKIPPED OUT)	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	= Probably
-	= Definitely not

YPARIMP -- PL2 IMPORTANCE OF PARENTAL ADVICE (Variable 589) (16- to 20-year olds only)

Responses	National			Officer Markets (HSM + CM)												Region IV		
	College			Total Market			RDTC Course Propensity			Region I			Region II			Region III		
	Total	CI	CM	HSM	CM	CM	++	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
VERY IMPORTANT	20.7	17.8	21.7	25.4	24.3	23.4	32.3	23.2	19.4	22.4	22.0	23.2	25.2	28.4	19.6	26.9	28.1	23.8
SOMEWHAT IMPORTANT	30.2	31.9	29.6	37.4	35.0	55.8	43.0	33.3	26.2	40.1	4.9	34.0	30.9	35.7	22.4	36.2	37.9	32.3
NEITHER	20.2	17.3	21.2	15.4	17.2	11.3	16.9	16.8	19.3	13.7	12.1	17.2	17.5	14.6	22.7	18.4	16.6	22.8
SOMEWHAT UNIMPORTANT	11.8	13.9	11.0	10.1	10.4	3.5	4.4	12.3	13.0	11.2	9.3	15.5	9.3	9.0	9.7	10.2	10.6	9.1
VERY UNIMPORTANT	15.7	15.4	15.7	9.7	11.6	5.7	2.5	12.0	21.1	10.8	11.1	10.1	15.8	10.8	24.6	6.5	4.5	11.2
NOT APPLICABLE (SKIPPED OUT)	1.0	2.6	0.4	1.3	1.0	0.0	0.2	1.5	0.9	1.7	2.4	0.0	0.8	0.7	1.0	1.2	1.4	0.7
Don't Know	0.2	0.6	0.0	0.5	0.4	0.4	0.4	0.5	0.0	0.2	0.3	0.0	0.5	0.8	0.0	0.3	0.4	0.0
Refused	0.3	0.5	0.2	0.3	0.2	0.0	0.4	0.3	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.3	0.4	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	457	113	344	1069	1413	74	297	722	283	393	297	96	409	296	113	310	240	70
																301	236	65

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Not in Sample	626
Other	0
Total missing	626

NATIONAL SAMPLES

16- to 20-year-old males living in continental US, who are NIS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:  
 CI -- College Influencers: college juniors and seniors  
 CM -- College Market: freshmen and sophomores in 4-year colleges  
 HSM -- High School Market: college-oriented high school juniors and seniors

OFFICER MARKETS (HSM + CM)

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:  
 ++ = Definitely  
 + = Probably  
 -- = Definitely not

YXADI2AR -- UNAIDED + AIDED RECALL ACTIVE ARMY ADS (Variable 659)

Responses	National			Officer Markets (HSM + CM)									
	College			Total Market	Region I			Region II			Region III		
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
RECALLS AD	92.3	92.8	91.8	96.5	94.9	97.7	96.2	93.2	95.6	97.9	91.5	93.4	95.9
DOESN'T RECALL	7.7	7.2	8.2	3.5	5.1	2.3	3.8	4.8	4.4	2.1	8.5	6.6	4.1
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	485	353	132	493	341

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or ODP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influences: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 1-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ : Definitely	-- : Probably not
+	-- : Definitely not



YXAD12RO -- UNAIDED + AIDED RECALL ARMY ROTC ADS (Variable 660)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity					Region I			Region II			Region III			Region IV		
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
RECALLS AD	56.0	54.4	57.9	43.9	48.7	55.4	52.3	46.5	50.5	51.6	46.7	61.0	53.0	48.7	59.4	40.8	37.4	48.1	48.6	42.6	62.7
DOESN'T RECALL	44.0	45.6	42.1	56.1	51.3	44.6	47.7	53.5	49.5	48.4	53.3	39.0	47.0	51.3	40.6	59.2	62.6	51.9	51.4	57.4	37.3
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
ISM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (ISM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	= Probably
--	= Definitely not

# YXAD12NG -- UNAIDED + AIDED RECALL ARMY NATL GUARD (Variable 661)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
RECALLS AD	64.5	64.9	64.1	67.3	66.2	73.6	66.3	66.5	65.2	70.0	73.3	63.7	66.2	65.3	67.7	62.8	61.4	65.8	65.0	68.5	56.7
DOESN'T RECALL	35.5	35.1	35.9	32.7	33.8	26.4	33.7	33.5	34.8	30.0	26.7	36.3	33.8	34.7	32.3	37.2	38.6	34.2	35.0	31.5	43.3
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
+	Definitely
-	Probably
--	Definitely not

YXAD12RV -- UNAIDED + AIDED RECALL ARMY RESERVE ADS (Variable 662)

Responses	National			Officer Markets (HSM + CM)																	
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
RECALLS AD	69.8	66.8	73.2	72.7	72.9	82.5	67.8	75.0	70.0	73.9	73.3	74.9	70.2	75.0	63.1	73.9	71.4	79.2	73.6	71.2	79.4
DOESN'T RECALL	30.2	33.2	26.8	27.3	27.1	17.5	32.2	25.0	30.0	26.1	26.7	25.1	29.8	25.0	36.9	26.1	28.6	20.8	26.4	28.8	20.6
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YXAD12AF -- UNAIDED + AIDED RECALL AIR FORCE ADS (Variable 663)

Responses	Officer Markets (HSM + CM)																				
	National				Total Market	Region I			Region II			Region III			Region IV						
	College			HSM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM				
	Total	CI	CM																		
RECALLS AD	85.6	82.9	88.8	90.5	89.5	91.5	90.1	90.8	87.5	92.7	93.3	91.5	86.3	86.6	85.8	90.4	91.5	88.0	89.8	89.6	90.3
DOESN'T RECALL	14.4	17.1	11.2	9.5	10.1	8.5	9.9	9.2	12.5	7.3	6.7	8.5	13.7	13.4	14.2	9.6	8.5	12.0	10.2	10.4	9.7
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are MPS, not in service or DTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	= Probably
-	= Definitely not

YXAD12NA -- UNAIDED + AIDED RECALL NAVY ADS (Variable 664)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Progress			Region I			Region II			Region III			Region IV			
	Total	CI	CM			+	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
RECALLS AD	83.4	82.4	84.6	86.5	85.9	90.5	81.4	87.4	84.9	88.1	90.2	84.2	86.2	83.1	90.9	83.3	84.0	81.9	85.3	88.2	78.3
DOESN'T RECALL	16.6	17.6	15.4	13.5	14.1	9.5	18.6	12.6	15.1	11.9	9.8	15.8	13.8	16.9	9.1	16.7	16.0	18.1	14.7	11.8	21.7
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

SD

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			+	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
RECALLS AD	90.8	90.4	91.3	87.5	88.8	86.4	88.7	89.5	87.6	91.2	89.1	95.2	85.3	84.2	87.0	90.4	89.6	92.0	87.6	86.1	91.1
DOESN'T RECALL	9.2	9.6	8.7	12.5	11.2	13.6	11.3	10.5	12.4	8.8	10.9	4.8	14.7	15.8	13.0	9.6	10.4	8.0	12.4	13.9	8.9
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

**NATIONAL SAMPLES**

16- to 24-year-old males living in continental US, who are NPS, not in service or OIP, non-institutionalized, and not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:

[ ] -- College Influencers: college juniors and seniors  
[ ] -- College Market: freshmen and sophomores in 4-year colleges  
[ ] -- High School Market: college-oriented high school juniors and seniors

**OFFICER MARKETS (HSM + CM)**

Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Progressively -- reported intention to enroll in at least one college course offered by Army ROTC.

++	Definitely	--	Probably not
+	Probably	--	Definitely not

YXAD12CG -- UNAIDED + AIDED RECALL COAST GUARD ADS (Variable 666)

Responses	Officer Markets (HSM + CM)																				
	National				Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	College		HSM	CM		++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
	Total	CI																			
RECALLS AD	48.8	43.6	54.8	51.8	52.9	67.1	47.8	52.2	56.2	59.2	59.1	59.3	47.7	47.0	48.8	54.1	49.5	64.1	48.3	49.7	45.2
DOESN'T RECALL	51.2	56.4	45.2	48.2	47.1	32.9	52.2	47.8	43.8	40.8	40.9	40.7	52.3	53.0	51.2	45.9	50.5	35.9	51.7	50.3	54.8
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or (R), non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups.	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC.	
++	Definitely
+	Probably
--	Definitely not

YXAD12AL -- UNAIDED + AIDED RECALL JRAP ADS (Variable 667)

Responses	National			Officer Markets (HSM + CM)											
	College			Total Market			Region I			Region II			Region III		
	Total	CI	CM	HSM	Total	Market	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
RECALLS AD	65.1	64.4	65.8	64.0	64.6	64.0	70.8	70.9	70.8	60.2	62.0	57.6	62.2	59.5	68.1
DOESN'T RECALL	34.9	35.6	34.2	36.0	35.4	35.4	29.2	29.1	29.2	39.8	38.0	42.4	37.8	40.5	31.9
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	1703	485	353	132	493	341	152	378	281	97

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ : Infinitely	-- : Probably not
+ : Probably	-- : Definitely not



# YXKAEARN -- KNOW: EARN MONEY FOR COLLEGE IN ARMY (Variable 668)

Responses	National										Officer Markets (HSM + CM)									
	College					Total					Region I					Region II				
	Total	CI	CM	HSM	Market	++	+	-	---	Total	Total	HSM	CM	Total	Total	Total	HSM	CM	Total	Total
	95.4	94.5	96.6	95.4	95.8	93.8	96.8	96.7	94.0	96.1	97.2	94.0	97.7	97.2	98.7	95.1	93.5	98.7	94.2	93.4
KNOWS ANSWER	4.6	5.5	3.4	4.6	4.2	6.2	3.2	3.3	6.0	3.9	2.8	6.0	2.3	2.8	1.3	4.9	6.5	1.3	5.8	6.6
INCORRECT ANSWER																				
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	442	220	222	612	834	35	159	427	190	232	171	61	236	173	65	184	140	44	180	128

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	Definitely
+	Probably
-	Probably not
---	Definitely not

# YXKAEDBN -- KNOW: AMOUNT OF ARMY EDUCATION BENEFITS (Variable 669)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	RUTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
KNOWS ANSWER	32.7	30.9	35.0	29.6	31.4	55.0	34.4	32.0	25.5	29.5	31.1	26.5	33.1	27.2	45.1	30.2	27.6	36.0	33.6	33.1	34.4
INCORRECT ANSWER	67.3	69.1	65.0	70.4	68.6	45.0	65.6	68.0	74.5	70.5	68.9	73.5	66.9	72.8	54.9	69.8	72.4	64.0	66.4	66.9	65.6
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	442	220	222	612	834	35	159	427	190	232	171	61	238	173	65	184	140	44	180	128	52

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college RUTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by RUTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YXKASAME -- KNOW: COMPAR ARMY ED BEN TO OTH BRANCHES (Variable 670)

Responses	National			Officer Markets (HSM + CM)											
	College			Region I			Region II			Region III			Region IV		
	Total	CI	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
	11.5	8.6	15.1	17.5	16.7	16.3	22.8	15.0	16.2	16.4	15.2	18.9	19.9	20.9	17.8
KNOWS ANSWER	88.5	91.4	84.9	82.5	83.3	83.7	77.2	85.0	83.8	83.6	84.8	81.1	80.1	79.1	82.2
INCORRECT ANSWER															
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	442	220	222	612	834	35	159	427	190	232	171	61	238	173	65

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	--- = Definitely not

YXKAGIAR -- KNOW: DOES THE ARMY OFFER THE GI BILL (Variable 671)

Responses	National				Officer Markets (HSM + CM)																
	College			Total Market	Region I			Region II			Region III			Region IV							
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM					
KNOWS ANSWER	84.9	82.8	87.4	88.0	87.8	98.4	93.2	87.5	85.2	87.4	85.5	91.1	93.3	93.3	93.3	85.3	85.7	84.4	85.4	88.4	80.2
INCORRECT ANSWER	15.1	17.2	12.6	12.0	12.2	1.6	6.8	12.5	14.8	12.6	14.5	8.9	6.7	6.7	6.7	14.7	14.3	15.6	14.6	11.6	19.8
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	442	220	222	612	834	35	159	427	190	232	171	61	238	173	65	184	140	44	180	128	52

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YXKAGIAF -- KNOW: DOES THE AIR FORCE OFFER GI BILL (Variable 672)

Responses	National			Officer Markets (HSM + CM)											
	College			Total			Region I			Region II			Region III		
	Total	CI	CM	HSM	Total	Market	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
KNOWS ANSWER	47.3	49.1	45.0	43.3	43.9	43.9	47.9	46.4	50.6	47.8	49.4	44.4	40.0	39.3	41.7
INCORRECT ANSWER	52.7	50.9	55.0	56.7	56.1	56.1	52.1	53.6	49.4	52.2	50.6	55.6	60.0	60.7	58.3
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	442	220	222	612	834	834	35	159	427	190	238	173	65	184	140

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YXKAGINA -- KNOW: DOES THE NAVY OFFER THE GI BILL (Variable 673)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
KNOWS ANSWER	48.4	48.7	47.9	41.6	43.8	50.1	45.0	47.5	37.4	44.8	43.2	47.6	47.2	42.3	57.3	41.7	40.2	45.3	41.1	40.7	41.7
INCORRECT ANSWER	51.6	51.3	52.1	58.4	56.2	49.9	55.0	52.5	62.6	55.2	56.8	52.4	52.8	57.7	42.7	58.3	59.8	54.7	58.9	59.3	58.3
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	442	220	222	612	834	35	159	427	190	232	171	61	238	173	65	184	140	44	180	128	52

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	= Probably not
+ = Probably	-- = Definitely not

# YXKAGIMA -- KNOW: DOES MARINE CORPS OFFER GI BILL (Variable 674)

Responses	National			Officer Markets (HSM + CM)											
	College			Region I			Region II			Region III			Region IV		
	Total	CI	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
KNOWS ANSWER	52.2	53.3	50.8	52.4	53.2	50.4	50.3	50.3	50.4	57.0	55.7	59.8	49.4	51.8	44.0
INCORRECT ANSWER	47.8	46.7	49.2	47.6	46.8	49.6	49.7	49.7	49.6	43.0	44.3	40.2	50.6	48.2	56.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	442	220	222	834	612	232	171	61	238	173	65	184	140	44	52

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YXKAYRS -- KNOW: MINIMUM ARMY ENLISTMENT (Variable 675)

Responses	National					Officer Markets (HSM + CM)															
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	Chi
KNOWS ANSWER	42.4	43.0	41.8	39.3	40.2	38.0	42.1	40.3	35.7	39.5	34.2	49.4	45.1	44.9	45.3	36.9	38.3	33.7	39.4	40.9	36.8
INCORRECT ANSWER	57.6	57.0	58.2	60.7	59.8	62.0	57.9	59.7	64.3	60.5	65.8	50.6	54.9	55.1	54.7	63.1	61.7	66.3	60.6	59.1	63.2
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	442	220	222	612	834	35	159	427	190	232	171	61	238	173	65	184	140	44	180	128	52

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not



YXKADEP -- KNOW: CAN Y JOIN ARMY DEP, ENTER YR LATR (Variable 676)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
KNOWS ANSWER	90.6	92.8	88.0	81.6	83.8	81.4	83.6	87.6	76.5	78.1	79.0	76.3	89.1	86.4	94.8	84.7	80.2	94.8	84.1	81.2	89.1
INCORRECT ANSWER	9.4	7.2	12.0	18.4	16.2	18.6	16.4	12.4	23.5	21.9	21.0	23.7	10.9	13.6	5.2	15.3	19.8	5.2	15.9	18.8	10.9
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	442	220	222	612	834	35	159	427	190	232	171	61	238	173	65	184	140	44	180	128	52

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NHS, not in service or DNP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YXKARGJN -- KNOW: CAN HS JRS AGE 17 JOIN RESERVE/NG (Variable 677)

Responses	National										Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
KNOWS ANSWER	60.6	58.1	63.7	60.8	79.8	64.6	60.4	61.8	60.6	58.9	63.6	63.4	67.9	54.2	64.0	60.5	72.0	59.1	55.5	65.2		
INCORRECT ANSWER	39.4	41.9	36.3	39.2	20.2	35.4	39.6	38.2	39.4	41.1	36.4	36.6	32.1	45.8	36.0	39.5	28.0	40.9	44.5	34.8		
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Total sample size	442	220	222	612	35	159	427	190	232	171	61	238	173	65	184	140	44	180	128	52		

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YXKARGHS -- KNOW: CAN ONLY HS GRADS JOIN RESERVE/NG (Variable 678)

Responses	National			Officer Markets (HSM + CM)														
	College			Total Market	Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
KNOWS ANSWER	74.7	73.5	76.1	79.1	78.1	93.7	71.9	79.9	76.0	--	--	--	--	--	--	--	--	--
INCORRECT ANSWER	25.3	26.5	23.9	20.9	21.9	6.3	28.1	20.1	24.0	24.2	21.5	29.2	19.4	18.6	21.2	19.1	18.7	19.8
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	442	220	222	612	834	35	159	427	190	232	171	61	238	173	65	184	140	44

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NH'S, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ -- Indefinitely	Probably not
+ -- Probably	Definitely not

# YXKAWARD -- KNOW: WHO SPONSORS SCHOLAR-ATHLETE AWARD (Variable 679)

Responses	National										Officer Markets (HSM + CM)											
	College			Total Market	HSM	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
KNOWS ANSWER	32.5	30.3	35.1	32.7	31.5	23.2	34.4	35.1	29.4	34.0	31.3	38.9	37.6	42.6	27.3	30.4	27.5	37.0	28.6	24.2	36.2	
INCORRECT ANSWER	67.5	69.7	64.9	67.3	68.5	76.8	65.6	64.9	70.6	66.0	68.7	61.1	62.4	57.4	72.7	69.6	72.5	63.0	71.4	75.8	63.8	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	442	220	222	834	612	35	159	427	190	232	171	61	238	173	65	184	140	44	180	128	52	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DLP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Indefinitely	++ = Probably not
+ = Probably	++ = Definitely not

YXKARGCL -- KNOW: EARN COLLEGE MONEY IN RESERVE/NG (Variable 680)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Region I			Region II			Region III			Region IV							
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSP*	CM	Total	HSM	CM					
KNOWS ANSWER	88.8	87.4	90.6	89.7	90.0	93.6	88.9	90.3	89.1	86.3	87.2	84.8	94.6	93.9	96.0	90.8	87.7	97.9	88.9	90.9	85.4
INCORRECT ANSWER	11.2	12.6	9.4	10.3	10.0	6.4	11.1	9.7	10.9	13.7	12.8	15.2	5.4	6.1	4.0	9.2	12.3	2.1	11.1	9.1	14.6
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	442	220	222	612	834	35	159	427	190	232	171	61	238	173	65	184	140	44	180	128	52

MISSING DATA SUMMARY (Unweighted count)		
Randomization/rotation	1098	
Instrument change	0	
Other	0	
Total missing	1098	

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC course propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	Definitely
+	Probably
--	Probably not
---	Definitely not

# YXKARGGI -- KNOW: MAX GI BILL AMOUNT IN RESERVE/NG (Variable 681)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
KNOWS ANSWER	13.0	13.0	13.0	9.9	10.9	2.4	7.5	12.1	12.9	12.6	13.6	10.7	10.2	6.7	17.2	10.5	7.0	18.5	10.0	12.1	6.4
INCORRECT ANSWER	87.0	87.0	87.0	90.1	89.1	97.6	92.5	87.9	87.1	87.4	86.4	89.3	89.8	93.3	82.8	89.5	93.0	81.5	90.0	87.9	93.6
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	442	220	222	612	834	35	159	427	190	232	171	61	238	173	65	184	140	44	180	128	52

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1098
Instrument change	0
Other	0
Total missing	1098

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
C) -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YXPRUNAC -- UNPAID INTENTION TO JOIN ACTIVE ARMY (Variable 682)

Responses	National			Officer Markets (HSM + CM)											
	College			Total			ROTC Course Propensity			Region I			Region II		
	Total	CI	CM	HSM	Total	Market	++	+	-	Total	HSM	CM	Total	HSM	CM
INTEND TO JOIN	0.2	0.1	0.3	1.8	1.3	1.3	9.0	2.2	0.5	0.7	0.3	0.5	0.0	1.7	2.5
NO PLAN TO JOIN	99.8	99.9	99.7	98.2	98.7	98.7	91.0	97.8	99.5	99.3	99.7	99.5	100.0	98.3	97.5
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	1703	84	354	881	339	485	353	132	493	341

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
FM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ : Definitely	-- : Probably not
+ : Probably	-- : Definitely not

# XPRAIAC -- AIDED INTENTION TO JOIN ACTIVE ARMY (Variable 683)

Responses	National			Officer Markets (HSM + CM)																	
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	UM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
INTENDS TO JOIN	4.1	2.6	6.0	17.9	13.8	57.8	37.9	5.6	1.5	10.5	13.2	5.6	14.6	20.2	6.3	18.2	24.6	4.3	12.3	14.1	8.3
NO PLAN TO JOIN	95.9	97.4	94.0	82.1	86.2	42.2	62.1	94.4	98.5	89.5	86.8	94.4	85.4	79.8	93.7	81.8	75.4	95.7	87.7	85.9	91.7
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or NRP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not



YXPRUNRV -- UNAIDED INTENTION TO JOIN ARMY RESERVE (Variable 684)

Responses	National				Officer Markets (HSM + CM)															
	College			Total Market	Region I			Region II			Region III			Region IV						
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM				
INTENDS TO JOIN	0.0	0.0	0.0	0.5	2.0	1.6	0.1	0.0	0.2	0.3	0.0	0.2	0.3	0.0	1.3	1.9	0.0	0.2	0.3	0.0
NO PLAN TO JOIN	100.0	100.0	100.0	99.5	98.0	98.4	99.9	100.0	99.8	99.7	100.0	99.8	99.7	100.0	98.7	98.1	100.0	99.8	99.7	100.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NIS, not in service or DIP, non-institutionalized not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+	+
-	-
---	---

# YXPRAIRV -- AIDED INTENTION TO JOIN ARMY RESERVE (Variable 685)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
INTENDS TO JOIN	6.1	4.8	7.7	16.4	13.4	39.6	37.5	6.2	3.1	13.5	15.0	10.6	10.8	15.1	4.5	15.9	20.3	6.3	13.4	15.0	9.6
NO PLAN TO JOIN	93.9	95.2	92.3	83.6	86.6	60.4	62.5	93.8	96.9	86.5	85.0	89.4	89.2	84.9	95.5	84.1	79.7	93.7	86.6	85.0	90.4
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NIS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI --- College Influencers: college juniors and seniors	
CM --- College Market: freshmen and sophomores in 4-year colleges	
HSM --- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity --- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YXPRUNG -- UNAIDED INTENT TO JOIN ARMY NATL GUARD (Variable 686)

Responses	National				Officer Markets (HSM + CM)															
	College			HSM	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM				
INTENDS TO JOIN	0.1	0.0	0.2	0.5	2.8	1.1	0.1	0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.6	0.5	0.7	1.1	1.6	0.0
NO PLAN TO JOIN	99.9	100.0	99.8	99.5	97.2	98.9	99.9	100.0	100.0	100.0	100.0	99.8	99.7	100.0	99.4	99.5	99.3	98.9	98.4	100.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DFP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YXPRAING -- AIDED INTENTION TO JOIN ARMY NATL GUARD (Variable 687)

Responses	National			Officer Markets (HSM + CM)											
	College			Total			Region I			Region II			Region III		
	Total	CI	CM	HSM	Market	Total	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
INTENDS TO JOIN	4.6	3.9	5.4	14.0	11.0	27.8	31.1	5.6	2.2	8.8	10.2	6.3	10.3	12.8	6.4
NO PLAN TO JOIN	95.4	96.1	94.6	86.0	89.0	72.2	68.9	94.4	97.8	91.2	89.8	93.7	89.7	87.2	93.6
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YXPRAIRO -- AIDED INTENTION TO JOIN ARMY ROTC (Variable 688)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV		
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
INTENDS TO JOIN	5.3	3.8	7.0	19.6	15.3	64.6	43.9	4.8	2.6	13.7	16.3	8.7	14.8	19.3	8.0	17.7	24.7	2.4	15.3	18.4	8.3
NO PLAN TO JOIN	92.1	92.1	92.2	80.4	84.5	35.4	56.1	95.2	97.4	86.3	83.7	91.3	85.0	80.7	91.5	81.5	75.3	94.9	84.7	81.6	91.7
NOT APPLICABLE (SKIPPED OUT)	2.6	4.1	0.8	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.5	0.8	0.0	2.7	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83

MISSING DATA SUMMARY (Unweighted count)		
Randomization/rotation	Instrument change	0
Other		0
Total missing		0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DFP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YXPRUNCI -- UN'A.DED GENERAL INTENTION TO JOIN ARMY (Variable 689)

Responses	National				Officer Markets (HSM + CM)											
	College				Total Market			Region I			Region II			Region III		
	Total	CI	CM	HSM	Total	Market	HSM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
INTENDS TO JOIN	0.3	0.1	0.5	3.1	2.2	2.2	3.1	0.5	0.8	0.0	2.0	3.1	0.5	4.2	5.3	1.6
NO PLAN TO JOIN	99.7	99.9	99.5	96.9	97.8	97.8	96.9	99.5	99.2	100.0	98.0	96.9	99.5	95.8	94.7	98.4
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	913	449	464	1239	1703	1703	1239	485	353	132	493	341	152	378	281	97

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YXPRAIGI -- AIDED GENERAL INTENTION TO JOIN ARMY (Variable 690)

Responses	National										Officer Markets (HSM + CM)											
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM			++	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM		
INTENDS TO JOIN	11.2	8.7	14.1	31.6	25.6	77.5	64.8	13.7	6.2	23.1	27.0	15.9	22.5	29.4	12.2	31.5	40.7	11.6	25.8	29.4	17.2	
NO PLAN TO JOIN	88.8	91.3	85.9	68.4	74.4	22.5	35.2	86.3	93.8	76.9	73.0	84.1	77.5	70.6	87.8	68.5	59.3	88.4	74.2	70.6	82.8	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	913	449	464	1239	1703	84	354	881	339	485	353	132	493	341	152	378	281	97	347	264	83	

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	0
Other	0
Total missing	0

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

EEDENYRJ -- SC17A IS Y IN 1ST OR 2ND YR OF JR COLLEG (Variable 694)

Responses	National										Officer Markets (HSM + CM)									
	College					Total Market					Region I					Region II				
	Total	CI	CM	HSM	CM	++	+	-	--	Total	Total	HSM	CM	CM	Total	Total	HSM	CM	CM	Total
1ST YEAR	1.4	0.0	3.0	0.0	0.0	3.1	1.4	0.6	1.1	0.1	0.0	0.0	0.4	0.0	0.0	1.3	0.0	3.6	0.0	7.3
2ND YEAR	1.6	1.8	1.4	0.0	0.0	0.0	0.8	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
NOT APPLICABLE (SKIPPED OUT)	97.0	98.2	95.5	100.0	100.0	96.9	97.8	99.3	98.2	99.4	100.0	99.6	98.5	100.0	95.8	97.5	100.0	90.9	97.7	100.0
Don't Know	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	619	306	313	871	1184	60	260	591	236	352	255	97	340	238	102	246	188	58	246	190

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	662
Other	0
Total missing	662

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not





# YIWIIDE -- IA IMP OF OPPORT TO FIND A JOB (Variable 696)

Responses	National					Officer Markets (HSM + CM)															
	College			HSM	Total Market	RUTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
NOT AT ALL IMPOR	2.4	2.0	2.9	0.6	1.3	0.3	0.2	1.4	2.8	2.9	1.3	5.9	1.1	0.7	1.7	0.0	0.0	0.0	0.8	0.3	2.1
SCALE POINT 2	1.3	1.5	1.1	1.5	1.4	2.3	1.0	1.8	0.8	1.9	2.0	1.8	1.0	1.2	0.7	2.3	2.5	1.5	0.2	0.2	0.0
SCALE POINT 3	6.3	6.1	6.5	4.2	4.9	4.9	6.0	4.4	5.3	5.0	3.9	6.9	4.0	3.1	5.5	1.7	1.8	1.7	9.5	8.5	11.9
SCALE POINT 4	24.6	21.0	29.1	19.6	22.7	5.0	20.3	24.7	22.7	23.0	19.8	28.9	20.1	18.6	22.8	23.5	21.3	29.5	24.0	18.5	37.6
VERY IMPORTANT	65.3	69.3	60.4	74.0	69.7	87.5	72.6	67.7	68.4	67.2	73.0	56.5	73.9	76.4	69.3	72.5	74.4	67.3	65.5	72.4	48.4
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	619	306	313	871	1184	60	260	591	236	352	255	97	340	238	102	246	188	58	246	190	56

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	662
Other	0
Total missing	662

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DIP, non-institutionalized, not 4-year college graduates, have never taken a college RUTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by RUTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++	Definitely
+	Probably
-	Probably not
--	Definitely not

# YISERPAR -- IA IMP OF WORKING PART-TIME (Variable 697)

Responses	National										(Officer Markets (HSM + CM))											
	College			HSM	Total Market	ROTC Course Propensity				Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
NOT AT ALL IMPOR	12.9	14.9	10.4	8.3	9.0	8.5	6.7	8.8	13.0	10.2	8.4	13.5	8.6	8.6	8.6	8.8	8.5	9.7	7.9	7.8	8.2	
SCALE POINT 2	15.2	18.0	11.8	7.7	9.0	9.1	7.2	10.8	5.4	8.3	8.8	7.4	12.0	7.8	19.7	6.9	6.4	8.5	9.0	7.5	12.7	
SCALE POINT 3	26.5	28.2	24.5	29.0	27.5	20.7	27.8	28.7	27.3	24.1	27.2	18.3	28.0	27.7	28.6	30.7	33.3	23.6	28.5	27.6	30.8	
SCALE POINT 4	24.3	19.5	30.4	31.2	30.9	29.6	34.1	30.5	27.2	32.5	31.7	34.0	29.6	33.9	21.6	29.8	27.3	36.6	31.3	32.1	29.4	
VERY IMPORTANT	20.7	19.0	22.8	23.9	23.5	32.1	24.3	21.2	27.2	24.9	23.9	26.7	21.8	22.0	21.5	23.8	24.6	21.6	23.2	25.0	19.0	
Don't Know	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total sample size	619	306	313	871	1184	60	260	591	236	352	255	97	340	238	102	246	188	58	246	190	56	

MISSING DATA SUMMARY (unweighted count)	
Randomization/rotation	0
Instrument change	662
Other	0
Total missing	662

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Fier. I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix B) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# YVSEPAR -- PE4 PART-TIME WORK: RESERVE (Variable 703)

Responses	National			Officer Markets (HSM + CM)									
	College			Total Market	Region I			Region II			Region III		
	Total	CI	CM		Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
STRONGLY DISAGR	6.0	2.2	10.2	2.3	5.2	1.5	1.6	7.7	6.2	0.5	0.8	0.0	12.7
DISAGREE	4.2	2.9	5.6	5.3	5.4	0.0	3.6	6.4	6.4	5.0	1.4	14.0	2.7
NEITHER	34.6	41.9	26.3	24.1	24.9	24.5	20.0	34.6	14.0	33.1	25.7	51.4	0.6
AGREE	29.0	30.5	27.3	45.5	38.9	34.0	40.6	40.5	35.8	38.0	49.1	21.6	20.1
STRONGLY AGREE	20.4	20.4	20.3	18.0	18.9	37.0	34.0	7.4	18.6	15.8	22.3	0.0	37.6
NOT APPLICABLE (SKIPPED OUT)	5.8	1.9	10.2	4.7	6.7	3.0	0.2	3.4	18.9	9.3	5.7	18.2	42.1
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	66	34	32	219	251	20	54	117	51	66	59	7	46
													4
													70
													59
													11

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1205
Instrument change	662
Other	0
Total missing	1867

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are HPS, not in service or DTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

# YGSERPAR -- PE5 PART-TIME WORK: GUARD (Variable 704)

Responses	National			Officer Markets (HSM + CM)																	
	College			Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV				
	Total	CI	CM		HSM	++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM			
STRONGLY DISAGR	2.5	3.7	0.0	1.9	1.4	0.0	1.8	2.2	0.0	1.3	1.7	0.0	0.7	1.0	0.0	3.8	5.1	0.0	0.0	0.0	0.0
DISAGREE	14.7	21.5	0.0	8.9	6.7	0.0	4.8	6.8	8.7	8.6	11.5	0.0	4.0	6.1	0.0	2.3	3.1	0.0	12.7	14.0	0.0
NEITHER	34.2	34.7	32.9	33.8	33.6	27.4	27.7	31.3	46.0	45.7	33.6	81.1	29.2	32.8	22.3	25.6	34.6	0.0	31.0	34.3	0.0
AGREE	39.4	38.2	41.9	31.3	33.9	19.6	34.8	34.0	35.9	28.3	35.9	6.1	42.6	34.1	58.4	39.1	31.0	62.2	25.0	23.5	39.4
STRONGLY AGREE	3.5	1.9	7.1	15.6	13.5	33.2	22.1	9.8	9.4	10.1	13.5	0.0	20.3	20.8	19.3	6.9	9.3	0.0	17.3	19.1	0.0
NOT APPLICABLE (SKIPPED OUT)	5.7	0.0	18.0	7.6	10.2	19.8	8.8	14.5	0.0	6.1	3.7	12.9	0.9	1.4	0.0	22.4	17.0	37.8	14.0	9.1	60.6
Don't Know	0.0	0.0	0.0	0.8	0.6	0.0	0.0	1.3	0.0	0.0	0.0	0.0	2.4	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	57	35	22	233	255	12	65	122	49	76	70	6	77	66	11	45	42	3	57	55	2

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	1200
Instrument change	662
Other	0
Total missing	1862

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DTP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YDSAMEPA -- DE14 DOES YOUTH LIVE WITH DAD/STEP-DAD (Variable 705)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	RDTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	-	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
FATHER	64.1	62.0	66.8	74.0	71.7	59.9	69.0	74.4	71.2	69.4	71.8	65.1	75.8	74.8	77.6	71.6	73.6	66.2	70.8	76.8	56.2
STEP-FATHER	4.8	4.0	5.7	8.9	7.9	10.6	7.9	8.2	6.6	6.7	8.5	3.6	7.6	9.6	3.9	6.2	7.0	4.2	11.8	11.1	13.6
NEITHER	30.9	33.8	27.2	16.6	20.0	29.5	23.1	16.9	21.6	23.8	19.7	31.4	15.9	15.0	17.6	21.6	18.6	29.6	17.2	11.8	30.3
BOTH	0.1	0.2	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.0
Don't Know	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Refused	0.1	0.0	0.2	0.3	0.2	0.0	0.0	0.3	0.2	0.0	0.0	0.0	0.5	0.2	0.9	0.6	0.8	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	619	306	313	871	1184	60	260	591	236	352	255	97	340	238	102	246	188	58	246	190	56

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	662
Other	0
Total missing	662

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or OIP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier II), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	- = Probably not
+ = Probably	-- = Definitely not

YDSAMEMA -- DE14A DOES YOUTH LIVE WITH MOM/STEP-MOM (Variable 706)

Responses	National				Officer Markets (HSM + CM)																
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	+	--	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
MOTHER	77.9	73.2	83.7	89.9	87.9	86.8	88.1	90.5	83.1	89.9	90.5	88.8	88.3	88.5	87.7	87.2	91.7	74.7	85.5	88.4	78.4
STEP-MOTHER	1.3	1.1	1.5	4.5	3.5	9.1	2.9	2.3	5.6	2.1	3.2	0.0	3.6	5.3	0.4	4.3	4.4	4.1	4.7	5.5	2.9
NEITHER	20.6	25.4	14.6	5.3	8.3	4.1	8.9	6.9	11.1	7.9	6.2	11.2	7.9	6.2	11.0	7.9	3.0	21.3	9.8	6.1	18.7
BOTH	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Refused	0.1	0.0	0.2	0.2	0.2	0.0	0.1	0.3	0.2	0.1	0.1	0.0	0.3	0.0	0.9	0.6	0.8	0.0	0.0	0.0	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	619	306	313	871	1184	60	260	591	236	352	255	97	340	238	102	246	188	58	246	190	56

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	662
Other	0
Total missing	662

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
CI -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Definitely not
+ = Probably	-- = Probably not





YBCTEEVR -- BE21A Y EVER TAKE COLLEGE ADM TEST (Variable 726)

Responses	National			Officer Markets (HSM + CM)																	
	College			HSM	Total Market	ROTC Course Propensity			Region I			Region II			Region III			Region IV			
	Total	CI	CM			++	-	+	++	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	
YES	4.7	0.0	11.5	62.5	44.5	41.6	47.0	48.0	32.6	47.9	71.5	3.0	40.9	56.4	18.2	45.0	58.9	17.6	43.1	59.8	8.2
NO	0.9	0.0	2.2	34.6	23.2	33.6	31.3	18.0	25.0	18.3	26.9	1.7	24.7	40.9	1.2	23.2	34.9	0.0	28.4	38.9	6.6
NOT APPLICABLE (SKIPPED OUT)	94.4	100.0	86.4	2.8	32.4	24.8	21.6	34.0	42.5	33.8	1.6	95.3	34.4	2.7	80.7	31.9	6.2	82.4	28.6	1.3	85.2
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	376	192	184	469	653	38	154	326	118	187	136	51	186	122	64	138	104	34	142	107	35

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	1307
Other	0
Total missing	1307

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DCP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier 1), and who are in one of the following groups:	
C) -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix D) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

YBCAPEVR -- BE24A Y EVER SUBMIT COLLEGE APPL (Variable 727)

Responses	National			Officer Markets (HSM + CM)												Region IV		
	College			Region I			Region II			Region III			Region IV			Total		
	Total	CI	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM	Total	HSM	CM
YES	4.7	0.0	11.4	26.5	21.2	8.2	19.3	23.6	20.3	28.2	40.4	4.7	20.8	25.1	14.4	15.3	15.0	15.8
NO	0.9	0.0	2.3	70.5	46.4	67.0	59.0	42.4	36.8	38.0	58.0	0.0	44.8	72.1	4.9	52.4	78.2	1.8
NOT APPLICABLE (SKIPPED OUT)	94.4	100.0	86.4	2.8	32.4	24.8	21.6	34.0	42.5	33.8	1.6	95.3	34.4	2.7	80.7	31.9	6.2	82.4
Don't Know	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.6	0.0
Total weighted percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total sample size	376	192	184	469	653	38	154	326	118	187	136	51	186	122	64	138	104	34

MISSING DATA SUMMARY (Unweighted count)	
Randomization/rotation	0
Instrument change	1307
Other	0
Total missing	1307

NATIONAL SAMPLES	
16- to 24-year-old males living in continental US, who are NPS, not in service or DEP, non-institutionalized, not 4-year college graduates, have never taken a college ROTC course, are qualified for enlistment as a high school diploma graduate (Tier I), and who are in one of the following groups:	
C) -- College Influencers: college juniors and seniors	
CM -- College Market: freshmen and sophomores in 4-year colleges	
HSM -- High School Market: college-oriented high school juniors and seniors	

OFFICER MARKETS (HSM + CM)	
(Officer Markets are reported by Army ROTC administrative Regions (see map in Appendix II) and by ROTC Course Propensity -- reported intention to enroll in at least one college course offered by Army ROTC:	
++ = Definitely	-- = Probably not
+ = Probably	-- = Definitely not

# INDEX A

## ALPHABETICAL VARIABLE LIST FOR THE ARMY COMMUNICATIONS OBJECTIVES MEASUREMENT SYSTEM (ACOMA) YOUTH SURVEY DATA ACOMS YUTHMAIN VARIABLE LIST FOR OCT 86 TO JUN 87 FINAL PERMANENT DOCUMENTATION

VARIABLE	ORDER	TYPE	LEN	FORMAT	LABEL
ADI	61	CHAR	3	%ADIF	AREA OF DOMINANT INFLUENCE (1985)
ADULTTOT	693	NUM	2		SC5 HOW MANY OLDER THAN 24
AREA	62	CHAR	3	%CHAR	HH PHONE NUMBER AREA CODE
ATTPLACE	63	CHAR	10	%CHAR	HH PLACE NAME, AT&T TAPE
BABYFLG	89	NUM	2	%BABYFLG	IS THERE A 13-15 YEAR OLD IN HH
BE4CHK	192	NUM	2	%CHECK	CONST. CHECK: BE2, BE4
BRIGADE	56	NUM	2	%CTGBDE	USAREC RECRUITING BRIGADE
BRIGBATT	57	CHAR	2	%BRG6T	HH BRIGADE/BATTALION RSID CODE
CASEID	1	CHAR	8	%CHAR	HOUSEHOLD ID NUMBER
CLUSID	24	NUM	3		3 DIGIT CLUSTER IDENTIFIER
CNTYFIPS	65	CHAR	3	%CHAR	HH COUNTY FIPS CODE
E13T024	100	NUM	2	%AGERANG	SC10A AGE CATEGORY (IF AGE MISSING)
EAGE	99	NUM	3		SC10 AGE OF YOUTH (IF DOB MISSING)
ECALCAGE	14	NUM	3		SC9 CALCULATED AGE FROM DATE OF BIRTH
ED0BDD	96	NUM	2		SC9 YOUTH DATE OF BIRTH, DAY
ED0BMM	97	NUM	2	%DOBMMTH	SC9 YOUTH DATE OF BIRTH, MONTH
ED0BY	98	NUM	2		SC9 YOUTH DATE OF BIRTH, YEAR
EE19CHK	136	NUM	2	%CHECK	EE19 CONST. CHECK: CUR EMP VS. NO JOB
EE1CHK	124	NUM	2	%CHECK	EE1 CONST. CHECK: EE1 VS. AGE
EE3CHK	126	NUM	2	%CHECK	EE3 CONST. CHECK: EE1 VS. EE3
EE5CHK	590	NUM	2	%CHECK	CONST CHECK: LAST DATE IN SCHOOL VS. NOW
EE0CGRAD	713	NUM	2	%YESNO	SC13C IS YOUTH A COLLEGE GRADUATE
EE0COMP	107	NUM	2	%EE0COMP	SC13 HIGHEST LEVEL OF EDUC COMPLETED
EE0COVER	111	NUM	2	%YESNO	SC13B VERIFIES SCHOOLING COMPLETED
EE0ENCUR	106	NUM	2	%YESNO	SC14 IS YOUTH CURRENTLY IN SCHOOL
EE0ENOTH	709	NUM	2	%YESNO	SC14B IS/WAS YOUTH ENROLLED APRIL/OCTOBER
EE0ENSUM	708	NUM	2	%EDSUM	SC14A SCHOOL Y ENROLLED IN MAY-SEPT
EE0ENTYP	108	NUM	2	%EDENTYP	SC15 TYPE SCHOOL Y CURRENTLY ENROLLED
EE0ENYRC	110	NUM	2	%EDENYRC	SC17 YOUTH IN 1, 2, 3, 4, 5 YR COLLEGE
EE0ENYRH	109	NUM	2	%EDENYRH	SC16 Y CURRENTLY IN 9, 10, 11, 12 GRADE
EE0ENYRJ	694	NUM	2	%EDENYRJ	SC17A IS Y IN 1ST OR 2ND YR OF JP COLLEGE
EFNAM	94	CHAR	25	%CHAR	SC8 YOUTH'S FIRST NAME (STATUS)
EHISP	18	NUM	2	%YESNO	SC20 IS YOUTH HISPANIC
EHSDIPL	105	NUM	2	%YHSDIPL	SC13A TYPE OF HIGH SCHOOL DIPLOMA
ELIGTYPM	10	NUM	2	%ELIGTYP	YOUTH'S SAMPLE CELL, BASED ON MAIN INT
ELIGTYP	9	NUM	2	%ELIGTYP	YOUTH'S SAMPLE CELL, BASED ON SCREENER
ELIVADDR	112	NUM	2	%YESNO	SC18 DOES YOUTH LIVE AT THIS ADDRESS
ELIVDORM	113	NUM	2	%YESNO	SC18A DOES Y LIVE IN STUDENT HOUSING
ELNAM	95	CHAR	25	%CHAR	SC21 YOUTH'S LAST NAME (STATUS)
EMILACT	102	NUM	2	%YESNO	SC11 YOUTH EVER IN ACTIVE MIL/NG/RESERV
EMILSERV	104	NUM	2	%YESNO	SC11A IS YOUTH PRESENTLY IN MILITARY
EMILWAIT	103	NUM	2	%YESNO	SC12 YOUTH WAITING TO GO ON ACTIVE DUTY
ENUMTOT	80	NUM	2		TOTAL YOUTH AGED 13-24 FINAL
ERACE	17	NUM	2	%RACE	SC19 YOUTH'S RACE
ERSPAGE	93	NUM	2	%YESNO	SC75 IS RESPONDENT 13 TO 24
ESEX	101	NUM	2	%SEX	SEX OF ENUMERATED YOUTH
FAGE	15	NUM	2	%FAGEFMT	AGE CATEGORIES FOR POST-STRATIFICATION
FELIGTOT	82	NUM	2		# FEMALES ELIGIBLE FOR MAIN INTERVIEW
FEMGAMP	25	NUM	2	%YESNO	ENUMERATE/INTERVIEW FEMALES IN THIS HH
FEMTOT	77	NUM	2		SC7A HOW MANY FEMALES AGED 13 TO 24
FREMTOT	79	NUM	2		TOTAL FEMALES AGED 13-24 FINAL
FMALETOT	78	NUM	2		TOTAL MALES AGED 13-24 FINAL
FRAME	22	NUM	2	%FRAMEFMT	SAMPLE FRAME FROM WHICH HH SELECTED
FULLWGHT	29	NUM	8		FINAL ADJUSTED WEIGHT

ACOMS YOUTHMAIN VARIABLE LIST FOR OCT 66 TO JUN 67  
FINAL PERMANENT DOCUMENTATION

VARIABLE	ORDER	TYPE	LEN	FORMAT	LABEL
GOODCNTY	66	NUM	2	GOODCNTY	DETERMINES IF COUNTY IS WITHIN THE STATE
GOODZIP	66	NUM	2	GOODZIP	DETERMINES IF ZIP IS WITHIN THE STATE
HMSTATE	59	CHAR	2	STATE	HM STATE POSTAL CODE
IMPAGE	15	NUM	2		IMPUTED AGE
IMPRACE	21	NUM	2	PSRACE	IMPUTED RACE/ETHNICITY
INDONN	23	NUM	2	INDONNF	CLUSTER CONTAINED IN DONNELLEY FRAME
INITWGHT	25	NUM	8		INITIAL WEIGHT
LONGSAMP	27	NUM	2	YESNO	IS HM IN LONGITUDINAL SAMPLE
MALEFEM	75	NUM	2	SEX	SC6 IS THIS PERSON MALE OR FEMALE
MALETOT	75	NUM	2		SC7 HOW MANY MALES AGED 13 TO 24
MARKFLG	691	NUM	2	MARKFLGF	RECRUITING MARKET FLAG
MELIGTOT	81	NUM	2		# MALES ELIGIBLE FOR MAIN INTERVIEW
MHY29CHK	334	NUM	2	CHECK	CONST CHECK: MH28 & MH29 HOURS
MHY2CHK1	293	NUM	2	CHECK	CONST CHECK: MH1 = 1 & MH2 = 3 HOURS
MHY2CHK2	294	NUM	2	CHECK	CONST CHECK: MH2 > 165 HOURS
MHYCHK	350	NUM	2	CHECK	CONST CHECK: TOTAL HOURS IN MHY > 163
MVERSION	7	NUM	2		MAIN INTERVIEW VERSION NUMBER
MY17CHK1	317	NUM	2	CHECK	CONST CHECK: MH16 = 1 & MH17 = 0 HOURS
MY17CHK2	318	NUM	2	CHECK	CONST CHECK: MH17 > 168 HOURS
PANELPEY	13	NUM	2	PEPANEL	YOUTH SAMPLE SUBGROUP FOR ANALYSIS
PFASFLG	692	NUM	2	PFASFLGF	PRIMARY FEMALE ANALYTIC SAMPLE FLAG
PFS1TOT	55	NUM	2		NO. YOUTHS IN PRIMARY FEM. SAMPLE, 16-20
PFS2TOT	87	NUM	2		NO. YOUTHS IN PRIMARY FEM. SAMPLE, 21-24
PHONCITY	69	CHAR	25	SCHAR	SC48 CITY WHERE PHONE IS LOCATED
PHONCNTY	64	CHAR	25	SCHAR	SC48 IN WHAT COUNTY IS PHONE LOCATED
PHONEOTH	90	NUM	2	YESNO	SC35 ARE THERE ADDITIONAL PHONE NUMBERS
PHONLOC	72	NUM	2	PHONLOC	SC3 PHONE LOCATED IN HOME OR BUSINESS
PHONUSE	71	NUM	2	PHONUSE	SC2 IS PHONE USED FOR HOME OR BUSINESS
PHONVER	70	NUM	2	PHONVER	SC1 IS DIALED PHONE NUMBER CORRECT
PHONZIP	67	CHAR	3	SCHAR	SC40 ZIP CODE WHERE PHONE IS LOCATED
PMASFLG	11	NUM	2	PMASFLGF	PRIMARY MALE ANALYTIC SAMPLE FLAG
PMS1TOT	83	NUM	2		NO. YOUTHS IN PRIMARY MALE SAMPLE, 16-20
PMS2TOT	84	NUM	2		NO. YOUTHS IN PRIMARY MALE SAMPLE, 21-24
PSEXSSAMP	25	NUM	2	PSEXSSMP	WHICH PARENT TO INTERVIEW FROM THIS HM
PAGE1	20	NUM	2	PSRACE	RACE/ETHNICITY FOR POST-STRATIFICATION
RAGE	716	NUM	3		REASK: AGE OF YOUTH
RAND1G00	413	NUM	4		PE WEIGHTED SELECTION OF PANEL 3 SERVICE
RANDIAY	271	NUM	2	RANDIAY	IAY RANDOM NUMBER
RANDIP1	147	NUM	2	RANDIP1	IP4 RANDOM START FOR CATEGORIES
RANDIP2	150	NUM	2	RANDIP2	IP6 RANDOM START FOR CATEGORIES
RANDIP3	160	NUM	2	RANDIP3	IP3_11A RANDOM START FOR MILITARY PLANS
RANDIP4	161	NUM	2	RANDIP4	IP2_15 RANDOM START FOR MILITARY PLANS
RANDKAY	558	NUM	2	RANDKAY	KA4 RANDOMIZE FIRST BRANCH FOR GI BILL
RANDKRY	396	NUM	2	RANDKRY	KR17 RANDOM SELECTION OF SERV/COMPONENT
RANDKRY2	375	NUM	2	KNOW	KR5-KR13 RANDOM START AIDED AD RECALL
RANDKS	401	NUM	2	RANDKS	KS1 RANDOM START FOR SLOGGANS
RANDPE3	412	NUM	2	RANDPE3	PE RANDOM SELECTION OF PANEL 2 SUBGROUP
RANDPE8	413	NUM	2	RANDPE8	PE RANDOM SELECTION FROM 8 SERVICES
RANDPE9	411	NUM	2	RANDPE9	PE RANDOM SELECTION FROM 9 SERVICES
RANDPEY1	414	NUM	2	RANDPEY1	PEY1 RANDOM START FOR ARMY
RANDPEY4	415	NUM	2	RANDPEY4	PEY4 RANDOM START FOR ARV/ANG
RANDPEY5	416	NUM	2	RANDPEY5	PEY5 RANDOM START FOR NATIONAL GUARD
RANDPEY6	417	NUM	2	RANDPEY6	PEY6 RANDOM START FOR AF/MC/NA/ALL
RANDPEY7	418	NUM	2	RANDPEY7	PEY7 RANDOM START FOR CIVILIAN JOB

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VARIABLE	ORDER	TYPE	LEN	FORMAT	LABEL
RANDPEY8	419	NUM	2	PESRAND	PEY8 RANDOM START FOR COLLEGE
RANOPEYA	699	NUM	2	RANOPEYA	PEY1,4,5 RANDOM START: ARMY & ARV/ANG
RANDPEY8	700	NUM	2	RAND1PE	PEY1,6 RANDOM START: ARMY & AF/MC/NA/ALL
RANOPEYC	701	NUM	2	RAND1PE	PEY1,7 RANDOM START: ARMY & WORK FORCE
RANOPEYO	702	NUM	2	RAND1PE	PEY1,5 RANDOM START: ARMY & COLLEGE
RANOPEYO	698	NUM	2	RANORDER	WHICH PE REFERENT IS FIRST ON SCREEN
RANDROY	114	NUM	2	RANDRC	MODULE ROTATION FOR KS, MH & KA
RDCBDD	713	NUM	2		REASK: YOUTH DATE OF BIRTH, DAY
ROUBMM	714	NUM	2	JO8BMNTH	REASK: YOUTH DATE OF BIRTH, MONTH
RO8BY	715	NUM	2		REASK: YOUTH DATE OF BIRTH, YEAR
REPL1	591	NUM	3		REPLICATE WEIGHT 1
REPL10	600	NUM	3		REPLICATE WEIGHT 10
REPL11	601	NUM	3		REPLICATE WEIGHT 11
REPL12	602	NUM	3		REPLICATE WEIGHT 12
REPL13	603	NUM	3		REPLICATE WEIGHT 13
REPL14	604	NUM	3		REPLICATE WEIGHT 14
REPL15	605	NUM	3		REPLICATE WEIGHT 15
REPL16	606	NUM	3		REPLICATE WEIGHT 16
REPL17	607	NUM	3		REPLICATE WEIGHT 17
REPL18	608	NUM	3		REPLICATE WEIGHT 18
REPL19	609	NUM	3		REPLICATE WEIGHT 19
REPL2	592	NUM	3		REPLICATE WEIGHT 2
REPL20	610	NUM	3		REPLICATE WEIGHT 20
REPL21	611	NUM	3		REPLICATE WEIGHT 21
REPL22	612	NUM	3		REPLICATE WEIGHT 22
REPL23	613	NUM	3		REPLICATE WEIGHT 23
REPL24	614	NUM	3		REPLICATE WEIGHT 24
REPL25	615	NUM	3		REPLICATE WEIGHT 25
REPL26	616	NUM	3		REPLICATE WEIGHT 26
REPL27	617	NUM	3		REPLICATE WEIGHT 27
REPL28	618	NUM	3		REPLICATE WEIGHT 28
REPL29	619	NUM	3		REPLICATE WEIGHT 29
REPL3	593	NUM	3		REPLICATE WEIGHT 3
REPL30	620	NUM	3		REPLICATE WEIGHT 30
REPL31	621	NUM	3		REPLICATE WEIGHT 31
REPL32	622	NUM	3		REPLICATE WEIGHT 32
REPL33	623	NUM	3		REPLICATE WEIGHT 33
REPL34	624	NUM	3		REPLICATE WEIGHT 34
REPL35	625	NUM	3		REPLICATE WEIGHT 35
REPL36	626	NUM	3		REPLICATE WEIGHT 36
REPL37	627	NUM	3		REPLICATE WEIGHT 37
REPL38	628	NUM	3		REPLICATE WEIGHT 38
REPL39	629	NUM	3		REPLICATE WEIGHT 39
REPL4	594	NUM	3		REPLICATE WEIGHT 4
REPL40	630	NUM	3		REPLICATE WEIGHT 40
REPL41	631	NUM	3		REPLICATE WEIGHT 41
REPL42	632	NUM	3		REPLICATE WEIGHT 42
REPL43	633	NUM	3		REPLICATE WEIGHT 43
REPL44	634	NUM	3		REPLICATE WEIGHT 44
REPL45	635	NUM	3		REPLICATE WEIGHT 45
REPL46	636	NUM	3		REPLICATE WEIGHT 46
REPL47	637	NUM	3		REPLICATE WEIGHT 47
REPL48	638	NUM	3		REPLICATE WEIGHT 48
REPL49	639	NUM	3		REPLICATE WEIGHT 49

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VARIABLE	ORDER	TYPE	LEN	FORMAT	LABEL
REPL5	595	NUM	8		REPLICATE WEIGHT 5
REPL50	640	NUM	8		REPLICATE WEIGHT 50
REPL51	641	NUM	8		REPLICATE WEIGHT 51
REPL52	642	NUM	8		REPLICATE WEIGHT 52
REPL53	643	NUM	8		REPLICATE WEIGHT 53
REPL54	644	NUM	8		REPLICATE WEIGHT 54
REPL55	645	NUM	8		REPLICATE WEIGHT 55
REPL56	646	NUM	8		REPLICATE WEIGHT 56
REPL57	647	NUM	8		REPLICATE WEIGHT 57
REPL58	648	NUM	8		REPLICATE WEIGHT 58
REPL59	649	NUM	8		REPLICATE WEIGHT 59
REPL6	596	NUM	8		REPLICATE WEIGHT 6
REPL60	650	NUM	8		REPLICATE WEIGHT 60
REPL61	651	NUM	8		REPLICATE WEIGHT 61
REPL62	652	NUM	8		REPLICATE WEIGHT 62
REPL63	653	NUM	8		REPLICATE WEIGHT 63
REPL64	654	NUM	8		REPLICATE WEIGHT 64
REPL65	655	NUM	8		REPLICATE WEIGHT 65
REPL66	656	NUM	8		REPLICATE WEIGHT 66
REPL67	657	NUM	8		REPLICATE WEIGHT 67
REPL68	658	NUM	8		REPLICATE WEIGHT 68
REPL7	597	NUM	8		REPLICATE WEIGHT 7
REPL8	598	NUM	8		REPLICATE WEIGHT 8
REPL9	599	NUM	8		REPLICATE WEIGHT 9
RESPINHH	73	NUM	2	YESNO	SC40 IS RESPONDENT A HH MEMBER
RHISP	712	NUM	2	YESNO	REASK: IS YOUTH OF HISPANIC BACKGROUND
RLIVADDR	720	NUM	2	YESNO	REASK: DOES YOUTH LIVE AT THIS ADDRESS
RLIVDORM	721	NUM	2	YESNO	REASK: DOES Y LIVE IN STUDENT HOUSING
RMILACT	717	NUM	2	YESNO	REASK: Y EVER IN ACTIVE MILITARY SERVICE
RMILSERV	719	NUM	2	YESNO	REASK: IS YOUTH PRESENTLY IN MILITARY
RMILWAIT	718	NUM	2	YESNO	REASK: Y WAITING TO GO ON ACTIVE DUTY
ROTCREG	53	CHAR	2	%ROTCFMT	ROTC REGION/BRIGADE
RACE	711	NUM	2	RACE	REASK: YOUTH'S RACE
SCFNDATE	4	CHAR	6	%CHAR	DATE OF SCREENER
SELYMM	3	NUM	4	YMMNUM	YEAR AND MONTH HH SELECTED INTO SAMPLE
SFSTOT	88	NUM	2		NO. YOUTHS IN SECONDARY FEMALE SAMPLE
SMSTOT	85	NUM	2		NO. YOUTHS IN SECONDARY MALE SAMPLE
STFIPS	60	NUM	2	STFIP	HH STATE FIPS CODE
SVERSION	6	NUM	2		SCREENER VERSION NUMBER
TARGYOUTH	5	CHAR	2	%CHAR	YOUTHNUM TARGET Y FOR PARENTAL INTERVIEW
WFACKA	45	NUM	8		WEIGHT FACTOR FOR KA MODULE
WFACKS	43	NUM	8		WEIGHT FACTOR FOR KS MODULE
WFACMH	44	NUM	8		WEIGHT FACTOR FOR MH MODULE
WFACPEA	46	NUM	8		WEIGHT FACTOR FOR PE (ACTIVE)
WFACPEC	54	NUM	8		WEIGHT FACTOR FOR PE (COLLEGE)
WFACPEF	49	NUM	8		WEIGHT FACTOR FOR PE (AIR FORCE)
WFACPEG	48	NUM	8		WEIGHT FACTOR FOR PE (NATIONAL GUARD)
WFACPEH	50	NUM	8		WEIGHT FACTOR FOR PE (MARINE CORPS)
WFACPEI	51	NUM	8		WEIGHT FACTOR FOR PE (NAVY)
WFACPER	55	NUM	8		WEIGHT FACTOR FOR PE (ROTC/OFFICER)
WFACPEs	52	NUM	8		WEIGHT FACTOR FOR PE (MILITARY)
WFACPEv	47	NUM	8		WEIGHT FACTOR FOR PE (RESERVE)
WFACPEw	53	NUM	8		WEIGHT FACTOR FOR PE (CIVILIAN JOB)
WGHTKA	32	NUM	8		WEIGHT FOR KA MODULE

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VARIABLE	ORDER	TYPE	LEN	FORMAT	LABEL
WGHTKS	30	NUM	8		WEIGHT FOR KS MODULE
WGHTMH	31	NUM	8		WEIGHT FOR MH MODULE
WGHTPEA	33	NUM	8		WEIGHT FOR PE (ACTIVE)
WGHTPEC	41	NUM	8		WEIGHT FOR PE (COLLEGE)
WGHTPEF	36	NUM	8		WEIGHT FOR PE (AIR FORCE)
WGHTPEG	35	NUM	8		WEIGHT FOR PE (NATIONAL GUARD)
WGHTPEM	37	NUM	8		WEIGHT FOR PE (MARINE CORPS)
WGHTPEN	38	NUM	8		WEIGHT FOR PE (NAVY)
WGHTPER	42	NUM	8		WEIGHT FOR PE (ROTC/OFFICER)
WGHTPES	39	NUM	8		WEIGHT FOR PE (MILITARY)
WGHTPEV	34	NUM	8		WEIGHT FOR PE (RESERVE)
WGHTPEW	40	NUM	8		WEIGHT FOR PE (CIVILIAN JOB)
XPHONLOC	92	NUM	2	PHONLOC	SC36A OTHER PHONE IN HOME OR BUSINESS
XPHONUSE	91	NUM	2	PHONUSE	SC36 OTHER PHONE FOR HOME OR BUSINESS
YACASHED	433	NUM	2	AGREEW	PE1 GET MONEY FOR EDUCATION: ARMY
YACICAR	426	NUM	2	AGREEW	PE1 CIVILIAN CAREER DEVELOP: ARMY
YADARBIL	390	NUM	2	YESNO	KR14 RECALLS ARMY AD ON BILLBOARDS
YADARMAG	338	NUM	2	YESNO	KR14 RECALLS ARMY AD IN MAGAZINES
YADARMAL	391	NUM	2	YESNO	KR14 RECALLS ARMY AD IN MAIL
YADAROTH	395	NUM	2	YADOTH	KR14 RECALLS ARMY AD SOMEWHERE ELSE
YADARPAM	393	NUM	2	YESNO	KR14 RECALLS ARMY AD IN PAMPHLETS
YADARPAP	389	NUM	2	YESNO	KR14 RECALLS ARMY AD IN NEWSPAPERS
YADARPOS	392	NUM	2	YESNO	KR14 RECALLS ARMY AD ON POSTERS
YADARPAD	387	NUM	2	YESNO	KR14 RECALLS ARMY AD ON RADIO
YADARTV	386	NUM	2	YESNO	KR14 RECALLS ARMY AD ON TV
YADARYEL	394	NUM	2	YESNO	KR14 RECALLS ARMY AD IN YELLOW PAGES
YAHQUAL	432	NUM	2	AGREEW	PE1 HIGHLY TRAINED COWORKERS: ARMY
YAHITECH	425	NUM	2	AGREEW	PE1 USE HIGH-TECH EQUIPMENT: ARMY
YAIDAF	377	NUM	2	YESNO	KR15 AIDED AD RECALL FOR AIR FORCE
YAIDALL	385	NUM	2	YESNO	KR15 AIDED AD RECALL FOR ALL SERVICES
YAIDANG	380	NUM	2	YESNO	KR3 AIDED AD RECALL FOR ARMY NAT GUARD
YAIDAR	373	NUM	2	YESNO	KR6 AIDED AD RECALL FOR ARMY
YAIDARO	379	NUM	2	YESNO	KR7 AIDED AD RECALL FOR ARMY ROTC
YAIDARY	381	NUM	2	YESNO	KR9 AIDED AD RECALL FOR ARMY RESERVE
YAIDCG	382	NUM	2	YESNO	KR10 AIDED AD RECALL FOR COAST GUARD
YAIDMC	383	NUM	2	YESNO	KR11 AIDED AD RECALL FOR MARINE CORPS
YAIONA	384	NUM	2	YESNO	KR12 AIDED AD RECALL FOR NAVY
YALEADER	424	NUM	2	AGREEW	PE1 DEVELOP LEADERSHIP SKILLS: ARMY
YAMATURE	430	NUM	2	AGREEW	PE1 MATURE AND RESPONSIBLE: ARMY
YAMENTAL	429	NUM	2	AGREEW	PE1 MENTALLY CHALLENGING: ARMY
YAPHYS	421	NUM	2	AGREEW	PE1 PHYSICALLY CHALLENGING: ARMY
YAPOTEN	428	NUM	2	AGREEW	PE1 DEVELOP YOUR POTENTIAL: ARMY
YAPROUD	422	NUM	2	AGREEW	PE1 EXPERIENCE TO BE PROUD OF: ARMY
YARMBOSS	250	NUM	2	BADGOOD	SI1 FEEL ABOUT Y ARMY ENL: EMPLOYER
YARMCOUN	246	NUM	2	BADGOOD	SI1 FEEL ABOUT Y ARMY ENL: SCH COUNSELOR
YARMCOV	248	NUM	2	BADGOOD	SI1 FEEL ABOUT Y ARMY ENL: CO-WORKERS
YARMDOA	241	NUM	2	BADGOOD	SI1 FEEL ABOUT Y ARMY ENL: FATHER
YARMFARM	243	NUM	2	BADGOOD	SI1 FEEL ABOUT Y ARMY ENL: FREN ARMY EXP
YARMFEMIL	244	NUM	2	BADGOOD	SI1 FEEL ABOUT Y ARMY ENL: FREN OTH MIL
YARMFNO	245	NUM	2	BADGOOD	SI1 FEEL ABOUT Y ARMY ENL: FREN NO MIL
YARMOM	242	NUM	2	BADGOOD	SI1 FEEL ABOUT Y ARMY ENL: MOTHER
YARMSTUD	249	NUM	2	BADGOOD	SI1 FEEL ABOUT Y ARMY ENL: FELLOW STUDENT
YARMTEAC	247	NUM	2	BADGOOD	SI1 FEEL ABOUT Y ARMY ENL: TEACHERS
YASELCON	427	NUM	2	AGREEW	PE1 DEVELOP SELF-CONFIDENCE: ARMY

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VARIABLE	ORDER	TYPE	LEN	FORMAT	LABEL
YASTEP	423	NUM	2	AGREEW	PE1 STEPPING STONE TO COLLEGE: ARMY
YATADBEL	400	NUM	2	PRATEAD	AT2 HOW MUCH YOUTH BELIEVES ARMY ADS
YATADLIK	399	NUM	2	YRATEAD	AT1 HOW MUCH YOUTH LIKED ARMY ADS
YATRAIN	431	NUM	2	AGREEW	PE1 TRAINING IN USEFUL SKILLS: ARMY
YATSFLG	12	NUM	2	YATSFLGF	86 YATS II SAMPLE FLAG
YAWIDE	420	NUM	2	AGREEW	PE1 WIDE VARIETY OF JOBS: ARMY
YBABOSS	183	NUM	2	YESNO	BE2 Y DISCUSS ARMY WITH EMPLOYER
YBACONT	200	NUM	2	YBACONT	BE2A HOW FIRST CONTACT W/ ARMY RECRUITER
YBACOUN	185	NUM	2	YESNO	BE2 Y DISCUSS ARMY WITH SCH COUNSLR
YBACOW	187	NUM	2	YESNO	BE2 Y DISCUSS ARMY WITH CO-WORKER
YBADAD	180	NUM	2	YESNO	BE2 Y DISCUSS ARMY WITH FATHER
YBAEVREC	176	NUM	2	YESNO	BE1A Y EVER TALK WITH MILITARY RECRUITER
YBAFRAR	194	NUM	2	YESNO	BE6 WAS FRIEND Y TALKED WITH IN ARMY
YBAFREMP	191	NUM	2	YESNO	BE4 WAS FRIEND Y TALKED WITH AT WORK
YBAFREN	178	NUM	2	YESNO	BE2 Y DISCUSS ARMY WITH FRIENDS
YBAFMIL	193	NUM	2	YESNO	BE5 WAS FRIEND Y TALKED WITH IN SERVICE
YBAFRSCH	190	NUM	2	YESNO	BE3 WAS FRIEND Y TALKED WITH FROM SCHOOL
YBAGIFT	202	NUM	2	YESNO	BE10 Y RESPOND TO ARMY AD IN PAST 6 MO
YBAMOM	179	NUM	2	YESNO	BE2 Y DISCUSS ARMY WITH MOTHER
YBAOTH	139	NUM	2	YESNO	BE2 Y DISCUSS ARMY WITH OTHERS
YBAREC	186	NUM	2	YESNO	BE2 Y DISCUSS ARMY WITH RECRUITER
YBAREL	182	NUM	2	YESNO	BE2 Y DISCUSS ARMY WITH OTH RELATIVE
YBASIS	181	NUM	2	YESNO	BE2 Y DISCUSS ARMY WITH BROTHER/SISTER
YBASPOU	183	NUM	2	YESNO	BE2 Y DISCUSS ARMY WITH SPOUSE
YBATALK	177	NUM	2	YESNO	BE1 Y TALK ABOUT JOINING ARMY PAST 6 MO
YBATALK1	201	NUM	2	YBATALK	BE2A HOW FIRST TALK W/ ARMY RECRUITER
YBATEAC	184	NUM	2	YESNO	BE2 Y DISCUSS ARMY WITH TEACHER
YBATEEVR	725	NUM	2	YESNO	BE12A Y EVER TAKE TEST FOR ARMY
YBATEST	204	NUM	2	YESNO	BE12 Y TAKE TEST FOR ARMY IN PAST 6 MO
YBAVISIT	203	NUM	2	YESNO	BE11 Y VISIT ARMY RECR STATN PAST 6 MO
YBCACF	219	NUM	2	YESNO	BE19 DID ANYONE TALK TO Y ABOUT ACF
YBCAPEVR	727	NUM	2	YESNO	BE24A Y EVER SUBMIT COLLEGE APPL
YBCAPPL	224	NUM	2	YESNO	BE24 Y SUBMIT COLLEGE APPL IN PAST 6 MO
YBCBOSS	217	NUM	2	YESNO	BE16 Y DISCUSS COLLEGE WITH EMPLOYER
YBCCOUN	214	NUM	2	YESNO	BE18 Y DISCUSS COLLEGE WITH SCH COUNSLR
YBCCOW	216	NUM	2	YESNO	BE13 Y DISCUSS COLLEGE WITH CO-WORKER
YBCDAD	209	NUM	2	YESNO	BE16 Y DISCUSS COLLEGE WITH FATHER
YBCFREN	207	NUM	2	YESNO	BE13 Y DISCUSS COLLEGE WITH FRIENDS
YBCGI	220	NUM	2	YESNO	BE19 DID ANYONE TALK TO Y ABOUT GI BILL
YBCMOM	208	NUM	2	YESNO	BE16 Y DISCUSS COLLEGE WITH MOTHER
YBCOTH	218	NUM	2	YESNO	BE16 Y DISCUSS COLLEGE WITH OTHERS
YBCREC	215	NUM	2	YESNO	BE13 Y DISCUSS COLLEGE WITH A RECRUITER
YBCREL	211	NUM	2	YESNO	BE13 Y DISCUSS COLLEGE WITH OTH RELATIVE
YBCROTC	221	NUM	2	YESNO	BE19 DID ANYONE TALK TO Y ABOUT ROTC SCH
YBCSIB	210	NUM	2	YESNO	BE13 Y DISCUSS COLLEGE WITH BROTHER/SIS
YBCSPOU	212	NUM	2	YESNO	BE16 Y DISCUSS COLLEGE WITH SPOUSE
YBCTALK	206	NUM	2	YESNO	BE17 Y TALK ABOUT COLLEGE IN PAST 6 MO
YBCTEAC	213	NUM	2	YESNO	BE13 Y DISCUSS COLLEGE WITH A TEACHER
YBCTEEVR	726	NUM	2	YESNO	BE21A Y EVER TAKE COLLEGE ADM TEST
YBCTEST	223	NUM	2	YESNO	BE21 Y TAKE COLLEGE ADM TEST PAST 6 MO
YBCTHOT	205	NUM	2	YESNO	BE16 Y THINK ABOUT COLLEGE IN PAST 6 MO
YBCVEAP	222	NUM	2	YESNO	BE19 DID ANYONE TALK TO Y ABOUT VEAP
YBMPREC	195	NUM	2	YESNO	BE7 Y TALK TO RECRUITER PAST 6 MONTHS
YBMRECAF	197	NUM	2	YESNO	BE8 Y TALKED TO AN AIR FORCE RECRUITER



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VARIABLE	ORDER	TYPE	LEN	FORMAT	LABEL
YBMPECAR	195	NUM	2	YESNO	B28 Y TALKED TO AN ARMY RECRUITER
YBMRECMC	199	NUM	2	YESNO	B28 Y TALKED TO A MARINE RECRUITER
YBMRECHA	198	NUM	2	YESNO	B28 Y TALKED TO A NAVY RECRUITER
YBWAPPL	240	NUM	2	YESNO	B232 Y APPLY FOR ANY JOBS IN PAST 6 MO
YBWBOSS	237	NUM	2	YESNO	B227 Y DISCUSS FT WORK WITH EMPLOYER
YBWCOUN	234	NUM	2	YESNO	B227 Y DISCUSS FT WORK WITH SCH COUNSEL
YBWCOW	236	NUM	2	YESNO	B227 Y DISCUSS FT WORK WITH CO-WORKER
YBWDAO	229	NUM	2	YESNO	B227 Y DISCUSS FT WORK WITH FATHER
YBWFREN	227	NUM	2	YESNO	B227 Y DISCUSS FT WORK WITH FRIENDS
YBWMOM	228	NUM	2	YESNO	B227 Y DISCUSS FT WORK WITH MOTHER
YBWOth	235	NUM	2	YESNO	B227 Y DISCUSS FT WORK WITH OTHERS
YBAREC	235	NUM	2	YESNO	B227 Y DISCUSS FT WORK WITH A RECRUITER
YBAREL	231	NUM	2	YESNO	B227 Y DISCUSS FT WORK WITH OTH RELATIVE
YBWSIB	230	NUM	2	YESNO	B227 Y DISCUSS FT WORK WITH BROTHER/SIS
YBWSPOU	232	NUM	2	YESNO	B227 Y DISCUSS FT WORK WITH SPOUSE
YBWTALK	226	NUM	2	YESNO	B226 Y TALK ABOUT FT WORK IN PAST 6 MO
YBATEAC	233	NUM	2	YESNO	B227 Y DISCUSS FT WORK WITH A TEACHER
YBTHOT	225	NUM	2	YESNO	B225 Y THINK ABOUT FT WORK IN PAST 6 MO
YBVISIT	239	NUM	2	YESNO	B231 Y VISIT POTENTIAL EMPLOYER/AGENCIES
YCCIVCAR	535	NUM	2	AGREEW	PE3 CIVILIAN CAREER DEVELOP: COLLEGE
YCHIJUAL	540	NUM	2	AGREEW	PE3 HIGHLY TRAINED COWORKERS: COLLEGE
YCLEADER	534	NUM	2	AGREEW	PE3 DEVELOP LEADERSHIP SKILLS: COLLEGE
YCMATURE	539	NUM	2	AGREEW	PE3 MATURE AND RESPONSIBLE: COLLEGE
YCMENTAL	535	NUM	2	AGREEW	PE3 MENTALLY CHALLENGING: COLLEGE
YCPOTEN	537	NUM	2	AGREEW	PE3 DEVELOP YOUR POTENTIAL: COLLEGE
YCPROUD	533	NUM	2	AGREEW	PE3 EXPERIENCE TO BE PROUD OF: COLLEGE
YCELCON	536	NUM	2	AGREEW	PE3 DEVELOP SELF-CONFIDENCE: COLLEGE
YCCITY	556	CHAR	20	CHAR	DE40 NAME OF CITY YOUTH LIVES IN
YCCOUNTY	585	CHAR	30	CHAR	DE39 NAME OF COUNTY YOUTH LIVES IN
YODAOBR	576	NUM	2	BRANCH	DE21 MILITARY BRANCH FATHER IN
YODADLFS	575	NUM	2	PARNOO	DE20 FATHER'S JOB STATUS
YDEDDAO	574	NUM	2	EDLEVEL	DE19 FATHER'S HIGHEST LEVEL OF EDUCATION
YDEDMOM	577	NUM	2	EDLEVEL	DE26 MOTHER'S HIGHEST LEVEL OF EDUCATION
YDEDOth	581	NUM	2	EDLEVEL	DE19A HEAD'S HIGHEST LEVEL OF EDUCATION
YDETHNIC	19	NUM	2	ETHNIC	DE5 TYPE OF HISPANIC BACKGROUND
YDMARITL	570	NUM	2	MARSTAT	DE6 CURRENT MARITAL STATUS
YDMOMLFS	575	NUM	2	PARNOO	DE27 MOTHER'S JOB STATUS
YDOWNOS	530	CHAR	30	CHAR	DE17 OTHER SPECIFY FOR HEAD OF HOUSEHOLD
YDOWREL	579	NUM	2	RELAT	DE17 HOUSEHOLD HEAD'S RELATIONSHIP TO Y
YOPARENT	572	NUM	2	PARENTS	DE13 WHICH PARENT YOUTH LIVES WITH
YOROTCGR	534	NUM	2	ROTCGRP	DE35 ROTC BRANCH OF PARTICIPATION
YOROTCEV	582	NUM	2	YESNO	DE36 DID YOUTH PARTICIPATE IN ROTC
YOROTCJS	583	NUM	2	JRSR	DE37 WAS PARTICIPATION IN ROTC JP OR SR
YOSAMEHH	571	NUM	2	YESNO	DE14 DOES YOUTH LIVE WITH PARENTS
YOSAMEHA	706	NUM	2	YOSAMEHA	DE14A DOES YOUTH LIVE WITH MOM/STEP-MOM
YOSAMEPA	705	NUM	2	YOSAMEPA	DE14B DOES YOUTH LIVE WITH DAD/STEP-DAD
YOSSEN	586	CHAR	9	SSSNFAT	DE42 SOCIAL SECURITY NUMBER (STATUS)
YOWAGE	573	NUM	2	EARNER	DE15 PRINCIPAL WAGE EARNER IN HOUSEHOLD
YDZIP	537	CHAR	5	CHAR	DE41 ZIP CODE YOUTH LIVES IN
YEDCGRAD	724	NUM	2	YESNO	DE1A IS YOUTH A COLLEGE GRADUATE
YEDCOVER	122	NUM	2	YESNO	DE1VER VERIFIES SCHOOLING COMPLETED
YEDCUR	116	NUM	2	YEDCUP	DE4 IS YOUTH CURRENTLY IN SCHOOL
YEDLALG	129	NUM	2	YEDLAL	DE9 Y TAKEN/WILL TAKE ELEMENTARY ALGEBRA
YEDENOTH	723	NUM	2	YESNO	DE4B IS/WAS YOUTH ENROLLED APRIL/OCTOBER

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VARIABLE	ORDER	TYPE	LEN	FORMAT	LABEL
YEDENSUM	722	NUM	2	EDSUM	EE4A SCHOOL Y ENROLLED IN MAY-SEPT
YEDENYRC	121	NUM	2	EDENYRC	EE66 IS Y IN 1, 2, 3, 4, 5 YR COLLEGE
YEDENYRM	120	NUM	2	EDENYRM	EE6A IS Y IN GRADE 9, 10, 11, OR 12
YEDENYRJ	695	NUM	2	EDENYRJ	EE6C IS Y IN 1ST OR 2ND YR OF JR COLLEGE
YEDGEOM	130	NUM	2	YEDELAL	EE10 Y TAKEN/WILL TAKE PLANE GEOMETRY
YEDGRADE	123	NUM	2	YEDGRAD	EE7 YOUTH EDUCATIONAL GRADE AVERAGE
YEDINALG	131	NUM	2	YEDELAL	EE11 Y TAKEN/WILL TAKE INTERMED ALGEBRA
YEDKIND	119	NUM	2	YEDKIND	EE6 KIND OF SCHOOL YOUTH ENROLLED IN
YEDLASTM	117	NUM	2	DOBMONTH	EE5 YOUTH LAST ATTENDED SCHOOL, MONTH
YEDLASTY	118	NUM	2		EE5 YOUTH LAST ATTENDED SCHOOL, YEAR
YEDLEV	125	NUM	2	YEDLEV	EE1 HIGHEST LEVEL OF EDUC COMPLETED
YEDPLAN	125	NUM	2	YEDLEV	EE3 HIGHEST GRADE PLAN TO COMPLETE
YEDTRIG	132	NUM	2	YEDELAL	EE12 Y TAKEN/WILL TAKE TRIGONOMETRY
YEMPUR	133	NUM	2	YEMPUR	EE16 IS YOUTH CURRENTLY EMPLOYED
YEMPEASY	140	NUM	2	YEMPLOY	EE24 YOUTH EMPLOYMENT DIFFICULTY IN COMM
YEMPEMCK	137	CHAR	2	SYEMPCCK	EE19CK VERIFIES CURRENT EMPLOYMENT
YEMPEVER	139	NUM	2	YEMPEVR	EE20 WAS YOUTH EVER EMPLOYED FULL-TIME
YEMPHOUR	135	NUM	2		EE19 Y HOURS WORKED PER WEEK IN LAST JOB
YEMPHRCK	138	CHAR	2	SCHAR	EE19CK VERIFY NO. HRS CURRENTLY EMPLOYED
YEMPLOOK	134	NUM	2	YEMPLOOK	EE17 IS YOUTH LOOKING FOR EMPLOYMENT
YFAMACT	267	NUM	2	YESNO	SI7 ARE Y ARMY FAMILY IN ACTIVE ARMY
YFAMAF	262	NUM	2	YESNO	SI6 Y MIL FAMILY BRANCH SERVICE-AF
YFAMANG	269	NUM	2	YESNO	SI7 ARE Y ARMY FAMILY IN NAT GUARD
YFAMAR	263	NUM	2	YESNO	SI6 Y MIL FAMILY BRANCH SERVICE-ARMY
YFAMARO	270	NUM	2	YESNO	SI7 ARE Y ARMY FAMILY IN ROTC
YFAMARV	268	NUM	2	YESNO	SI7 ARE Y ARMY FAMILY IN RESERVE
YFAMCG	264	NUM	2	YESNO	SI6 Y MIL FAMILY BRANCH SERVICE-CG
YFAMMC	265	NUM	2	YESNO	SI6 Y MIL FAMILY BRANCH SERVICE-MC
YFAMMIL	261	NUM	2	YESNO	SI5 Y HAVE FAMILY CURRENTLY IN MILITARY
YFAMNA	266	NUM	2	YESNO	SI6 Y MIL FAMILY BRANCH SERVICE-NAVY
YFCASHED	513	NUM	2	AGREEW	PE6 GET MONEY FOR EDUCATION: AIR FORCE
YFCIVCAR	493	NUM	2	AGREEW	PE6 CIVILIAN CAREER DEVELOP: AIR FORCE
YFHIQUAL	514	NUM	2	AGREEW	PE6 HIGHLY TRAINED COWORKERS: AIR FORCE
YFHITECH	485	NUM	2	AGREEW	PE6 USE HIGH-TECH EQUIPMENT: AIR FORCE
YFLEADER	482	NUM	2	AGREEW	PE6 DEVELOP LEADERSHIP SKILLS: AIR FORCE
YFMATURE	506	NUM	2	AGREEW	PE6 MATURE AND RESPONSIBLE: AIR FORCE
YFMENTAL	502	NUM	2	AGREEW	PE6 MENTALLY CHALLENGING: AIR FORCE
YFPHYS	470	NUM	2	AGREEW	PE6 PHYSICALLY CHALLENGING: AIR FORCE
YFPOTEN	498	NUM	2	AGREEW	PE6 DEVELOP YOUR POTENTIAL: AIR FORCE
YFPROUD	474	NUM	2	AGREEW	PE6 EXPERIENCE TO BE PROUD OF: AIR FORCE
YFRENACT	257	NUM	2	YESNO	SI4 ARE Y ARMY FRIENDS IN ACTIVE ARMY
YFRENAF	252	NUM	2	YESNO	SI3 Y MIL FRIENDS BRANCH OF SERVICE-AF
YFRENANG	259	NUM	2	YESNO	SI4 ARE Y ARMY FRIENDS IN NAT GUARD
YFRENAR	253	NUM	2	YESNO	SI3 Y MIL FRIENDS BRANCH OF SERVICE-ARMY
YFRENARO	260	NUM	2	YESNO	SI4 ARE Y ARMY FRIENDS IN ROTC
YFRENARV	258	NUM	2	YESNO	SI4 ARE Y ARMY FRIENDS IN RESERVE
YFRENCG	254	NUM	2	YESNO	SI3 Y MIL FRIENDS BRANCH OF SERVICE-CG
YFRENCMC	255	NUM	2	YESNO	SI3 Y MIL FRIENDS BRANCH OF SERVICE-MC
YFRENMIL	251	NUM	2	YESNO	SI2 Y HAVE FRIENDS CURRENTLY IN MILITARY
YFRENNNA	256	NUM	2	YESNO	SI3 Y MIL FRIENDS BRANCH OF SERVICE-NAVY
YFSELCON	494	NUM	2	AGREEW	PE6 DEVELOP SELF-CONFIDENCE: AIR FORCE
YFSTEP	478	NUM	2	AGREEW	PE6 STEPPING STONE TO COLLEGE: AIR FORCE
YFTRAIN	510	NUM	2	AGREEW	PE6 TRAINING IN USEFUL SKILLS: AIR FORCE
YFWIDE	466	NUM	2	AGREEW	PE6 WIDE VARIETY OF JOBS: AIR FORCE

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YGCASHED	450	NUM	2	AGREEW	PE5 GET MONEY FOR EDUCATION: GUARD
YGCIVCAR	453	NUM	2	AGREEW	PE5 CIVILIAN CAREER DEVELOP: GUARD
YGHQUAL	459	NUM	2	AGREEW	PE5 HIGHLY TRAINED COWORKERS: GUARD
YGHOME	461	NUM	2	AGREEW	PE5 SERVE AMERICA IN HOMETOWN: GUARD
YGLEADER	452	NUM	2	AGREEW	PE5 DEVELOP LEADERSHIP SKILLS: GUARD
YGMATURE	457	NUM	2	AGREEW	PE5 MATURE AND RESPONSIBLE: GUARD
YGMENTAL	456	NUM	2	AGREEW	PE5 MENTALLY CHALLENGING: GUARD
YGPOTEN	455	NUM	2	AGREEW	PE5 DEVELOP YOUR POTENTIAL: GUARD
YGProud	451	NUM	2	AGREEW	PE5 EXPERIENCE TO BE PROUD OF: GUARD
YGSELCON	454	NUM	2	AGREEW	PE5 DEVELOP SELF-CONFIDENCE: GUARD
YGSERCOM	462	NUM	2	AGREEW	PE5 SERVE YOUR OWN COMMUNITY: GUARD
YGSERPAR	704	NUM	2	AGREEW	PE5 PART-TIME WORK: GUARD
YGTTRAIN	458	NUM	2	AGREEW	PE5 TRAINING IN USEFUL SKILLS: GUARD
YGWEEKEN	463	NUM	2	AGREEW	PE5 INTERESTING WEEKENDS: GUARD
YGWIDE	450	NUM	2	AGREEW	PE5 WIDE VARIETY OF JOBS: GUARD
YHEARDAR	434	NUM	2	YESNO	PE1A Y EVER HEARD OF ARMY RESERVE
YHEARDNG	449	NUM	2	YESNO	PE4A Y EVER HEARD OF ARMY NATIONAL GUARD
YHEARDRO	545	NUM	2	YESNO	PE1SA Y EVER HEARD OF ROTC AT COLLEGE
YHSDIPL	115	NUM	2	YHSDIPL	EE2 YOUTH HIGH SCHOOL DIPLOMA, TYPE
YICASHED	274	NUM	2	RANGIMP	IA IMP OF EARNING MONEY FOR EDUCATION
YICIVCAR	282	NUM	2	RANGIMP	IA IMP OF HELPING CIVILIAN CAREER DEV
YICNTRY	277	NUM	2	RANGIMP	IA IMP OF SERVING COUNTRY
YIHQUAL	273	NUM	2	RANGIMP	IA IMP OF HIGHLY TRAINED COWORKERS
YIHTECH	279	NUM	2	RANGIMP	IA IMP OF WORKING WITH HI-TECH EQUIP
YIHOME	285	NUM	2	RANGIMP	IA IMP OF STAYING IN OWN HOMETOWN
YIINNOV	283	NUM	2	RANGIMP	IA IMP OF USING OWN JUDGEMENT
YILEADER	278	NUM	2	RANGIMP	IA IMP OF DEVELOPING LEADERSHIP SKILLS
YIMATURE	287	NUM	2	RANGIMP	IA IMP OF BECOM MORE MATURE/RESPONSIBLE
YIMENTAL	269	NUM	2	RANGIMP	IA IMP OF HAVING MENTAL CHALLENGE
YIPDOEMP	142	NUM	2	YESNO	IP1 Y PLANS TO WORK
YIPDOIDL	143	NUM	2	YESNO	IP1 Y PLANS TO DO NOTHING
YIPDOMIL	144	NUM	2	YESNO	IP1 Y PLANS TO JOIN MILITARY/SERVICE
YIPJOOTH	145	NUM	2	YESNO	IP1 Y HAS OTHER PLANS
YIPDOSCH	141	NUM	2	YESNO	IP1 Y PLANS TO GO TO SCHOOL
YIPHYS	272	NUM	2	RANGIMP	IA IMP OF HAVING PHYSICAL CHALLENGE
YIPOTEN	281	NUM	2	RANGIMP	IA IMP OF DEVELOPING POTENTIAL
YIPROUD	280	NUM	2	RANGIMP	IA IMP OF EXPERIENCES TO BE PROUD OF
YISELCON	276	NUM	2	RANGIMP	IA IMP OF DEVELOPING SELF-CONFIDENCE
YISERCOM	283	NUM	2	RANGIMP	IA IMP OF COMMUNITY SERVICE
YISERPAR	697	NUM	2	RANGIMP	IA IMP OF WORKING PART-TIME
YISTEP	285	NUM	2	RANGIMP	IA IMP OF STEPPING FROM HS TO COLLEGE
YITRAIN	275	NUM	2	RANGIMP	IA IMP OF TRAINING IN USEFUL SKILLS
YIWEEKEN	284	NUM	2	RANGIMP	IA IMP OF WEEKEND EXCITEMENT
YIWIDE	696	NUM	2	RANGIMP	IA IMP OF OPPORT TO FIND A JOB
YKADEP	564	NUM	2	YKADEP	KA6 CAN Y JOIN ARMY DEP & ENTER YR LATER
YKAEARN	554	NUM	2	YKAEARN	KA7 EARN MONEY FOR COLLEGE IN ARMY
YKAEDBEN	555	NUM	2	YKAEDEN	KA1 AMOUNT OF ARMY EDUCATION BENEFITS
YKAGIAF	560	NUM	2	YKAGIAF	KA4 DOES THE AIR FORCE OFFER THE GI BILL
YKAGIAR	559	NUM	2	YKAGIAR	KA4 DOES THE ARMY OFFER THE GI BILL
YKAGIMA	562	NUM	2	YKAGIMA	KA4 DOES MARINE CORPS OFFER THE GI BILL
YKAGINA	561	NUM	2	YKAGINA	KA4 DOES THE NAVY OFFER THE GI BILL
YKALLCOL	556	NUM	2	YKALLCOL	KA2 WOULD ARMY PAY FOR ENTIRE COLLEGE ED
YKARGCOL	565	NUM	2	YKARGCOL	KA11 EARN COLLEGE MONEY IN RESERVE/GUARD
YKAPGGI	569	NUM	2	YKAPGGI	KA12 MAX GI BILL AMOUNT IN RESERVE/GUARD

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YKARGHS	565	NUM	2	YKARGHS	KA9 CAN ONLY HS GRADS JOIN RESERVE/GUARD
YKARGJUN	565	NUM	2	YKAJOIN	KA8 CAN HS JRS AGE 17 JOIN RESERVE/GUARD
YKASAME	557	NUM	2	YKASAME	KA3 COMPAR ARMY EDUC BEN TO OTH BRANCHES
YKAWARO	567	NUM	2	YKAWARO	KA1'S WHO SPONSORS SCHOLAR-ATHLETE AWARD
YKAYEARS	563	NUM	2		KA5 MINIMUM ARMY ENLISTMENT
YKRMSGAR	397	NUM	2	YKVERB	STATUS OF KR VERBATIM RESPONSE: ARMY
YKRMSGOT	398	NUM	2	YKVERB	STATUS OF KR VERBATIM RESPONSE: NON-ARMY
YKRNGAF	365	NUM	2	YESNO	KR3 N GUARD AD RECALLED FOR AIR FORCE
YKRNGAR	367	NUM	2	YESNO	KR3 N GUARD AD RECALLED FOR ARMY
YKRNGCG	373	NUM	2	YESNO	KR3 N GUARD AD RECALLED FOR COAST GUARD
YKRNGMC	369	NUM	2	YESNO	KR3 N GUARD AD RECALLED FOR MARINES
YKRNGHA	363	NUM	2	YESNO	KR3 N GUARD AD RECALLED FOR NAVY
YKRROAF	361	NUM	2	YESNO	KR2 ROTC AD RECALLED FOR AIR FORCE
YKRROAR	362	NUM	2	YESNO	KR2 ROTC AD RECALLED FOR ARMY
YKRROCG	365	NUM	2	YESNO	KR2 ROTC AD RECALLED FOR COAST GUARD
YKRROMC	364	NUM	2	YESNO	KR2 ROTC AD RECALLED FOR MARINES
YKRROHA	363	NUM	2	YESNO	KR2 ROTC AD RECALLED FOR NAVY
YKRROAF	371	NUM	2	YESNO	KR4 RESERVE AD RECALLED FOR AIR FORCE
YKRROAR	372	NUM	2	YESNO	KR4 RESERVE AD RECALLED FOR ARMY
YKRROCG	375	NUM	2	YESNO	KR4 RESERVE AD RECALLED FOR COAST GUARD
YKRROVC	374	NUM	2	YESNO	KR4 RESERVE AD RECALLED FOR MARINES
YKRROVNA	373	NUM	2	YESNO	KR4 RESERVE AD RECALLED FOR NAVY
YKSADVEN	402	NUM	2	KSANSWR	KS2 SLOGAN: NOT A JOB, AN ADVENTURE
YKSAIM	403	NUM	2	KSANSWR	KS3 SLOGAN: AIM HIGH
YKSBEALL	404	NUM	2	KSANSWR	KS4 SLOGAN: BE ALL YOU CAN BE
YKSGOOD	405	NUM	2	KSANSWR	KS6 SLOGAN: LOOKING FOR A FEW GOOD MEN
YKSNOTCO	409	NUM	2	KSANSWR	KS9 SLOGAN: NOT A COMPANY, YOUR COUNTRY
YKSPROUD	403	NUM	2	KSANSWR	KS3 SLOGAN: THE FEW, THE PROUD
YKSSTART	407	NUM	2	KSANSWR	KS7 SLOGAN: IT'S A GREAT PLACE TO START
YKSWAY	405	NUM	2	KSANSWR	KS5 SLOGAN: A GREAT WAY OF LIFE
YMAG1	343	NUM	3	MAGFMT	MH32 MAGAZINE #1 READ ON REGULAR BASIS
YMAG2	344	NUM	3	MAGFMT	MH32 MAGAZINE #2 READ ON REGULAR BASIS
YMAG3	345	NUM	3	MAGFMT	MH32 MAGAZINE #3 READ ON REGULAR BASIS
YMAG4	346	NUM	3	MAGFMT	MH32 MAGAZINE #4 READ ON REGULAR BASIS
YMAG5	347	NUM	3	MAGFMT	MH32 MAGAZINE #5 READ ON REGULAR BASIS
YMAG6	348	NUM	3	MAGFMT	MH32 MAGAZINE #6 READ ON REGULAR BASIS
YMHAGHOUR	349	NUM	3		MH33 HOURS PER WEEK READING MAGAZINES
YMHAGREAD	342	NUM	2	YESNO	MH31 JOES YOUTH READ MAGAZINES
YMAINDAT	5	CHAR	6	%CHAR	DATE OF MAIN INTERVIEW
YMCASHED	517	NUM	2	AGREEW	PE6 GET MONEY FOR EDUCATION: MARINES
YMCIVCAR	489	NUM	2	AGREEW	PE6 CIVILIAN CAREER DEVELOP: MARINES
YMHILUAL	513	NUM	2	AGREEW	PE6 HIGHLY TRAINED COWORKERS: MARINES
YMHITECH	485	NUM	2	AGREEW	PE6 USE HIGH-TECH EQUIPMENT: MARINES
YMLEADER	481	NUM	2	AGREEW	PE6 DEVELOP LEADERSHIP SKILLS: MARINES
YMMATURE	505	NUM	2	AGREEW	PE6 MATURE AND RESPONSIBLE: MARINES
YMMENTAL	501	NUM	2	AGREEW	PE6 MENTALLY CHALLENGING: MARINES
YMPHYS	469	NUM	2	AGREEW	PE6 PHYSICALLY CHALLENGING: MARINES
YMPOTEN	497	NUM	2	AGREEW	PE6 DEVELOP YOUR POTENTIAL: MARINES
YMPROUD	473	NUM	2	AGREEW	PE6 EXPERIENCE TO BE PROUD OF: MARINES
YMSSELCON	493	NUM	2	AGREEW	PE6 DEVELOP SELF-CONFIDENCE: MARINES
YMPSTEP	477	NUM	2	AGREEW	PE6 STEPPING STONE TO COLLEGE: MARINES
YMPTRAIN	509	NUM	2	AGREEW	PE6 TRAINING IN USEFUL SKILLS: MARINES
YMWIDE	465	NUM	2	AGREEW	PE6 WIDE VARIETY OF JOBS: MARINES
YMCASHED	515	NUM	2	AGREEW	PE6 GET MONEY FOR EDUCATION: NAVY

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YNCIVCAR	485	NUM	2	AGREEW	PE6 CIVILIAN CAREER DEVELOP: NAVY
YNHIQUAL	512	NUM	2	AGREEW	PE6 HIGHLY TRAINED COWORKERS: NAVY
YNHITECH	484	NUM	2	AGREEW	PE6 USE HIGH-TECH EQUIPMENT: NAVY
YNLEADER	483	NUM	2	AGREEW	PE6 DEVELOP LEADERSHIP SKILLS: NAVY
YNMATURE	504	NUM	2	AGREEW	PE6 MATURE AND RESPONSIBLE: NAVY
YNMENTAL	503	NUM	2	AGREEW	PE6 MENTALLY CHALLENGING: NAVY
YNPHYS	463	NUM	2	AGREEW	PE6 PHYSICALLY CHALLENGING: NAVY
YNPOTEN	496	NUM	2	AGREEW	PE6 DEVELOP YOUR POTENTIAL: NAVY
YNPROUD	472	NUM	2	AGREEW	PE6 EXPERIENCE TO BE PROUD OF: NAVY
YNS=ELCON	492	NUM	2	AGREEW	PE6 DEVELOP SELF-CONFIDENCE: NAVY
YNSTEP	476	NUM	2	AGREEW	PE6 STEPPING STONE TO COLLEGE: NAVY
YNTRAIN	508	NUM	2	AGREEW	PE6 TRAINING IN USEFUL SKILLS: NAVY
YNUMLET	127	NUM	2	YNUMLET	EE7 SCHOOL USE LETTER OR NUMBER GRADES
YNWIDE	464	NUM	2	AGREEW	PE6 WIDE VARIETY OF JOBS: NAVY
YOINNOV	553	NUM	2	AGREEW	PE3 INNOVATIVE/CREATIVE: OFFICER
YOPROUD	551	NUM	2	AGREEW	PE3 EXPERIENCE TO BE PROUD OF: OFFICER
YOUSECOL	552	NUM	2	AGREEW	PE3 USE COLLEGE SKILLS: OFFICER
YOUTHOT	74	NUM	2		SC5 HOW MANY YOUTHS AGED 13 TO 24 IN --
YOWIDE	553	NUM	2	AGREEW	PE3 WIDE VARIETY OF JOBS: OFFICER
YPAPCLAS	341	NUM	2	YESNO	MH30 DOES YOUTH READ CLASSIFIED
YPAPCOM	336	NUM	2	YESNO	MH30 DOES YOUTH READ COMICS
YPAPFOOD	339	NUM	2	YESNO	MH30 DOES YOUTH READ FOOD SECTION
YPAPHOUR	333	NUM	3		MH29 HOURS PER WEEK READING NEWSPAPER
YPAPLOC	338	NUM	2	YESNO	MH30 DOES YOUTH READ LOCAL SECTION
YPAPNEWS	337	NUM	2	YESNO	MH30 DOES YOUTH READ NEWS SECTION
YPAPREAD	332	NUM	2	YPAPREA	MH28 HOW OFTEN DOES Y READ NEWSPAPER
YPAPSPOR	335	NUM	2	YESNO	MH30 DOES YOUTH READ SPORTS
YPAPSTYL	343	NUM	2	YESNO	MH30 DOES YOUTH READ LIFESTYLE SECTION
YPARDEC	707	NUM	2	YPARDEC	PL1A INTERVIEW PARENT OR STEP-PARENT
YPARIMP	539	NUM	2	YPARIMP	PL2 IMPORTANCE OF PARENTAL ADVICE
YPBRAN1	146	NUM	2	YP1BRAN	IP3 BRANCH OF SERVICE, FIRST CHOICE
YPBRAN2	149	NUM	2	YP2BRAN	IP5 BRANCH OF SERVICE, NEXT CHOICE
YPCOL24	154	NUM	2	YP24COL	IP15 Y PLANS TO GO 2 OR 4 YEAR COLLEGE
YPCOMP1	143	NUM	2	YPCOMP	IP4 TYPE OF SERVICE, FIRST CHOICE
YPCOMP2	151	NUM	2	YPCOMP	IP6 TYPE OF SERVICE, NEXT CHOICE
YPECOL	543	NUM	2	PROPANS	PE14 ARMY X PAST YEAR TO FINISH COLLEGE
YPEOIP	541	NUM	2	PROPANS	PE12 ARMY X PAST YEAR HIGH SCHOOL GRADS
YPEGRADE	542	NUM	2	PEGRADE	PE13 ARMY X PAST YEAR UPPER HALF II
YPESIM	544	NUM	2	YESNO	PE15 YOUNG PEOPLE LIKE YOU JOINING ARMY
YFULPAR	156	NUM	2	YFULPAR	IP13 WORK PLANS FULL-TIME OR PART-TIME
YHOMEMK	171	NUM	2	YESNO	IP17 Y MOST LIKELY: HOMEMAKER
YPOTH	172	NUM	2	YESNO	IP17 Y MOST LIKELY: OTHER
YPROBA00	174	NUM	2	PROB	IP21 PROB Y WILL DO SOMETHING ABOUT ARMY
YPROBANG	163	NUM	2	PROB	IP9 PROB OF Y SERVING ARMY NATL GUARD
YPROBAR	162	NUM	2	PROB	IP8 PROB OF Y SERVING ARMY ACTIVE DUTY
YPROBARO	155	NUM	2	PROB	IP11 PROB OF Y TAKING ROTC COLLEGE CLASS
YPROBARV	164	NUM	2	PROB	IP10 PROB OF Y SERVING IN ARMY RESERVE
YPROBCOL	153	NUM	2	PROB	IP14 PROB OF Y GOING TO COLLEGE
YPROBCOM	165	NUM	2	PROB	IP11A PROB OF OFFICER COMMISSION IN ROTC
YPROBEMP	157	NUM	2	PROB	IP12 PROB OF Y WORKING IN CIVILIAN JOB
YPROBMIL	152	NUM	2	PROB	IP7 PROB OF Y SERVING IN MILITARY
YPROBTAR	173	NUM	2	PROB	IP20 PROB Y WILL TALK ABOUT ARMY
YPROBVOC	156	NUM	2	PROB	IP16 PROB OF Y GOING TO VO/TECH SCHOOL
YPSAMOCC	159	NUM	2	YCAMOCC	IP2 PLAN TO BE IN SAME OR DIFFERENT JOB

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YPSCHFUL	166	NUM	2	YESNO	IP17 Y MOST LIKELY: FULL-TIME SCHOOL
YPSCHPRT	167	NUM	2	YESNO	IP17 Y MOST LIKELY: PART-TIME SCHOOL
YPSRV MIL	170	NUM	2	YESNO	IP17 Y MOST LIKELY: MILITARY
YPTHUTM	175	NUM	2	YESNO	IP18 EVER THOUGHT ABOUT JOINING MILITARY
YPRKFUL	168	NUM	2	YESNO	IP17 Y MOST LIKELY: FULL-TIME WORK
YPRKPRRT	169	NUM	2	YESNO	IP17 Y MOST LIKELY: PART-TIME WORK
YRADCLAS	320	NUM	2	YESNO	MH26 DOES YOUTH LISTEN CLASSICAL MUSIC
YRADCW	322	NUM	2	YESNO	MH26 DOES YOUTH LISTEN COUNTRY MUSIC
YRADEASY	326	NUM	2	YESNO	MH26 DOES YOUTH LISTEN TO EASY MUSIC
YRADHRAH	315	NUM	3		MH17 HOW MANY HOURS PER WEEK AM RADIO
YRADHREFM	316	NUM	3		MH17 HOW MANY HOURS PER WEEK FM RADIO
YRADLIS	314	NUM	2	YESNO	MH16 DOES YOUTH LISTEN TO THE RADIO
YRADNEWS	319	NUM	2	YESNO	MH26 DOES YOUTH LISTEN TO NEWS
YRADPOP	321	NUM	2	YESNO	MH26 DOES YOUTH LISTEN TO POP MUSIC
YRADPOCK	325	NUM	2	YESNO	MH26 DOES YOUTH LISTEN TO ROCK MUSIC
YRADSH1	327	NUM	2	YESNO	MH27 DOES Y LISTEN TO AMERICAN TOP 40
YRADSH2	328	NUM	2	YESNO	MH27 DOES Y LISTEN TO KING BISCUIT HOUR
YRADSH3	329	NUM	2	YESNO	MH27 DOES Y LISTEN TO RICK DEES' TOP 40
YRADSH4	330	NUM	2	YESNO	MH27 DOES Y LISTEN TO METALSHOP
YRADSH5	331	NUM	2	YESNO	MH27 DOES Y LISTEN TO ROCKLINE
YRADSPOR	323	NUM	2	YESNO	MH26 DOES YOUTH LISTEN TO SPORTS
YRADTALK	324	NUM	2	YESNO	MH26 DOES YOUTH LISTEN TO TALK SHOWS
YRELECT	548	NUM	2	AGREEW	PE2 COLLEGE ELECTIVE w/COURSES: ROTC
YRLEADER	546	NUM	2	AGREEW	PE2 LEADERSHIP/MANAGEMENT TRAINING: ROTC
YROFFCOM	549	NUM	2	AGREEW	PE2 AN OFFICER'S COMMISSION: ROTC
YRSELCON	547	NUM	2	AGREEW	PE2 DEVELOP SELF-CONFIDENCE: ROTC
YSCASHED	519	NUM	2	AGREEW	PE6 GET MONEY FOR EDUCATION: MILITARY
YSCIVCAR	491	NUM	2	AGREEW	PE6 CIVILIAN CAREER DEVELOP: MILITARY
YSHIQUAL	515	NUM	2	AGREEW	PE6 HIGHLY TRAINED COWORKERS: MILITARY
YSHITECH	487	NUM	2	AGREEW	PE6 USE HIGH-TECH EQUIPMENT: MILITARY
YSLEADER	483	NUM	2	AGREEW	PE6 DEVELOP LEADERSHIP SKILLS: MILITARY
YSMATURE	507	NUM	2	AGREEW	PE6 MATURE AND RESPONSIBLE: MILITARY
YSMENTAL	503	NUM	2	AGREEW	PE6 MENTALLY CHALLENGING: MILITARY
YSPHYS	471	NUM	2	AGREEW	PE6 PHYSICALLY CHALLENGING: MILITARY
YSPOTEN	499	NUM	2	AGREEW	PE6 DEVELOP YOUR POTENTIAL: MILITARY
YSPROUD	475	NUM	2	AGREEW	PE6 EXPERIENCE TO BE PROUD OF: MILITARY
YSSELCON	495	NUM	2	AGREEW	PE6 DEVELOP SELF-CONFIDENCE: MILITARY
YSSTEP	479	NUM	2	AGREEW	PE6 STEPPING STONE TO COLLEGE: MILITARY
YSTRAIN	511	NUM	2	AGREEW	PE6 TRAINING IN USEFUL SKILLS: MILITARY
YSWIDE	467	NUM	2	AGREEW	PE6 WIDE VARIETY OF JOBS: MILITARY
YTVCA81	295	NUM	2	YESNO	MH11 DOES YOUTH WATCH MTV
YTVCA82	296	NUM	2	YESNO	MH11 DOES YOUTH WATCH NASHVILLE NETWORK
YTVCA83	297	NUM	2	YESNO	MH11 DOES YOUTH WATCH ESPN (SPORTS)
YTVCA84	298	NUM	2	YESNO	MH11 DOES YOUTH WATCH WTBS (SYNCRATED)
YTVCA85	299	NUM	2	YESNO	MH11 DOES Y WATCH BLACK ENTERTAINMENT TV
YTVCOMOY	304	NUM	2	YESNO	MH12 DOES YOUTH VIEW SITCOMS
YTVORAMA	302	NUM	2	YESNO	MH12 DOES YOUTH VIEW GENERAL DRAMA
YTVHRCAB	292	NUM	3		MH2 HRS PER WEEK WATCH CERTAIN CABLE TV
YTVHREB	291	NUM	3		MH2 HRS PER WEEK WATCH NETWORK TV
YTVMOVIE	305	NUM	2	YESNO	MH12 DOES YOUTH VIEW TV MOVIES
YTMUSIC	303	NUM	2	YESNO	MH12 DOES YOUTH VIEW MUSIC/MUSIC VIDEOS
YTMYS	301	NUM	2	YESNO	MH12 DOES YOUTH VIEW MYSTERIES
YTVSH1	307	NUM	2	YESNO	MH13 DOES YOUTH WATCH DAVID LETTERMAN
YTVSH2	308	NUM	2	YESNO	MH13 DOES Y WATCH FRIDAY NIGHT VIDEOS

ACOMS YUTHMAIN VARIABLE LIST FOR OCT 66 TO JUN 67  
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VARIABLE	ORDER	TYPE	LEN	FORMAT	LABEL
YTVSH3	309	NUM	2	YESNO	MH13 DOES Y WATCH MONDAY NIGHT FOOTBALL
YTVSH4	310	NUM	2	YESNO	MH13 DOES Y WATCH COLLEGE FOOTBALL
YTVSH5	311	NUM	2	YESNO	MH13 DOES Y WATCH SUNDAY NIGHT MOVIES
YTVSPORT	300	NUM	2	YESNO	MH12 DOES YOUTH VIEW SPORTS
YTVTALK	306	NUM	2	YESNO	MH12 DOES YOUTH VIEW TV TALK SHOWS
YTVWATCH	290	NUM	2	YESNO	MH1 DOES YOUTH REGULARLY WATCH TV
YUN12AF	352	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR AIR FORCE
YUN12ALL	360	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR ALL IN ONE AD
YUN12AR	353	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR ARMY
YUN12CG	357	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR COAST GUARD
YUN12MC	358	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR MARINE CORPS
YUN12NA	359	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR NAVY
YUN12NG	355	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR NAT GUARD
YUN12NON	351	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR NO SERVICES
YUN12RO	354	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR ROTC
YUN12RV	356	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR RESERVE
YUTHNUM	2	CHAR	2	CHAR	YOUTH ID NUMBER
YVCASHED	445	NUM	2	AGREEW	PE4 GET MONEY FOR EDUCATION: RESERVE
YVCIVCAR	438	NUM	2	AGREEW	PE4 CIVILIAN CAREER DEVELOP: RESERVE
YVCRHAVE	312	NUM	2	YESNO	MH14 DOES HOUSEHOLD HAVE A VCR
YVCRMOUR	313	NUM	3		MH15 HOURS PER WEEK SPENT WATCHING VCR
YVHIQUAL	444	NUM	2	AGREEW	PE4 HIGHLY TRAINED COWORKERS: RESERVE
YVHOME	446	NUM	2	AGREEW	PE4 SERVE AMERICA IN HOMETOWN: RESERVE
YVLEADER	437	NUM	2	AGREEW	PE4 DEVELOP LEADERSHIP SKILLS: RESERVE
YVMATURE	442	NUM	2	AGREEW	PE4 MATURE AND RESPONSIBLE: RESERVE
YVMENTAL	441	NUM	2	AGREEW	PE4 MENTALLY CHALLENGING: RESERVE
YVPOTEN	440	NUM	2	AGREEW	PE4 DEVELOP YOUR POTENTIAL: RESERVE
YVPROUD	436	NUM	2	AGREEW	PE4 EXPERIENCE TO BE PROUD OF: RESERVE
YVSELCON	439	NUM	2	AGREEW	PE4 DEVELOP SELF-CONFIDENCE: RESERVE
YVSERCOM	447	NUM	2	AGREEW	PE4 SERVE YOUR OWN COMMUNITY: RESERVE
YVSERPAR	703	NUM	2	AGREEW	PE4 PART-TIME WORK: RESERVE
YVTPAIN	443	NUM	2	AGREEW	PE4 TRAINING IN USEFUL SKILLS: RESERVE
YVWEEKEN	448	NUM	2	AGREEW	PE4 INTERESTING WEEKENDS: RESERVE
YVWIDE	435	NUM	2	AGREEW	PE4 WIDE VARIETY OF JOBS: RESERVE
YWCASHED	532	NUM	2	AGREEW	PE7 GET MONEY FOR EDUCATION: JOB
YWCIVCAR	525	NUM	2	AGREEW	PE7 CIVILIAN CAREER DEVELOP: JOB
YWHIQUAL	531	NUM	2	AGREEW	PE7 HIGHLY TRAINED COWORKERS: JOB
YWHITECH	524	NUM	2	AGREEW	PE7 USE HIGH-TECH EQUIPMENT: JOB
YWLEADER	523	NUM	2	AGREEW	PE7 DEVELOP LEADERSHIP SKILLS: JOB
YWMATURE	529	NUM	2	AGREEW	PE7 MATURE AND RESPONSIBLE: JOB
YWMENTAL	528	NUM	2	AGREEW	PE7 MENTALLY CHALLENGING: JOB
YWPHYS	520	NUM	2	AGREEW	PE7 PHYSICALLY CHALLENGING: JOB
YWPOTEN	527	NUM	2	AGREEW	PE7 DEVELOP YOUR POTENTIAL: JOB
YWPROUD	521	NUM	2	AGREEW	PE7 EXPERIENCE TO BE PROUD OF: JOB
YWSELCON	526	NUM	2	AGREEW	PE7 DEVELOP SELF-CONFIDENCE: JOB
YWSTEP	522	NUM	2	AGREEW	PE7 STEPPING STONE TO COLLEGE: JOB
YWTRAIN	530	NUM	2	AGREEW	PE7 TRAINING IN USEFUL SKILLS: JOB
YXAD12AF	663	NUM	2	YXADF	UNAIDED + AIDED RECALL AIR FORCE ADS
YXAD12AL	667	NUM	2	YXADF	UNAIDED + AIDED RECALL JAP ADS
YXAD12AR	659	NUM	2	YXADF	UNAIDED + AIDED RECALL ACTIVE ARMY ADS
YXAD12CG	666	NUM	2	YXADF	UNAIDED + AIDED RECALL COAST GUARD ADS
YXAD12MC	665	NUM	2	YXADF	UNAIDED + AIDED RECALL MARINE CORPS ADS
YXAD12NA	664	NUM	2	YXADF	UNAIDED + AIDED RECALL NAVY ADS
YXAD12NG	661	NUM	2	YXADF	UNAIDED + AIDED RECALL ARMY NATL GUARD

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VARIABLE	ORDER	TYPE	LEN	FORMAT	LABEL
YXAD12RO	660	NUM	2	YXADF	UNAIDED + AIDED RECALL ARMY ROTC ADS
YXAD12RV	662	NUM	2	YXADF	UNAIDED + AIDED RECALL ARMY RESERVE ADS
YXKADEP	676	NUM	2	YXKAF	KNOW: CAN Y JOIN ARMY DEP, ENTER YR LATR
YXKAERN	668	NUM	2	YXKAF	KNOW: EARN MONEY FOR COLLEGE IN ARMY
YXKAEDBN	669	NUM	2	YXKAF	KNOW: AMOUNT OF ARMY EDUCATION BENEFITS
YXKAGIAF	672	NUM	2	YXKAF	KNOW: DOES THE AIR FORCE OFFER GI BILL
YXKAGIAR	671	NUM	2	YXKAF	KNOW: DOES THE ARMY OFFER THE GI BILL
YXKAGIMA	674	NUM	2	YXKAF	KNOW: DOES MARINE CORPS OFFER GI BILL
YXKAGINA	673	NUM	2	YXKAF	KNOW: DOES THE NAVY OFFER THE GI BILL
YXKARGCL	680	NUM	2	YXKAF	KNOW: EARN COLLEGE MONEY IN RESERVE/NG
YXKARGGI	681	NUM	2	YXKAF	KNOW: MAX GI BILL AMOUNT IN RESERVE/NG
YXKARGHS	678	NUM	2	YXKAF	KNOW: CAN ONLY HS GRADS JOIN RESERVE/NG
YXKARGJN	677	NUM	2	YXKAF	KNOW: CAN HS JRS AGE 17 JOIN RESERVE/NG
YXKASAME	670	NUM	2	YXKAF	KNOW: COMPAR ARMY ED BEN TO OTH BRANCHES
YXKAWARD	679	NUM	2	YXKAF	KNOW: WHO SPONSORS SCHOLAR-ATHLETE AWARD
YXKAYRS	675	NUM	2	YXKAF	KNOW: MINIMUM ARMY ENLISTMENT
YXPRAIAC	683	NUM	2	YXPRF	AIDED INTENTION TO JOIN ACTIVE ARMY
YXPRAIGI	690	NUM	2	YXPRF	AIDED GENERAL INTENTION TO JOIN ARMY
YXPRAING	687	NUM	2	YXPRF	AIDED INTENTION TO JOIN ARMY NATL GUARD
YXPRAIRO	688	NUM	2	YXPRF	AIDED INTENTION TO JOIN ARMY ROTC
YXPRAIRV	685	NUM	2	YXPRF	AIDED INTENTION TO JOIN ARMY RESERVE
YXPRUNAC	682	NUM	2	YXPRF	UNAIDED INTENTION TO JOIN ACTIVE ARMY
YXPRUNGI	689	NUM	2	YXPRF	UNAIDED GENERAL INTENTION TO JOIN ARMY
YXPRUNNG	686	NUM	2	YXPRF	UNAIDED INTENT TO JOIN ARMY NATL GUARD
YXPRUNRV	684	NUM	2	YXPRF	UNAIDED INTENTION TO JOIN ARMY RESERVE



# INDEX B

## LIST OF VARIABLES FOR THE ARMY COMMUNICATIONS OBJECTIVES MEASUREMENT SYSTEM (ACOMS) YOUTH SURVEY DATA BY ORDER NUMBER

ACOMS YUTHMAIN VARIABLE LIST FOR OCTOBER 86 TO DECEMBER 87  
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ORDER	VARIABLE	TYPE	LEN	FORMAT	LABEL
1	CASEID	CHAR	8	%CHAR	HOUSEHOLD ID NUMBER
2	YUTHNUM	CHAR	2	%CHAR	YOUTH ID NUMBER
3	SELYYMM	NUM	4	YYMMNUM	YEAR AND MONTH HH SELECTED INTO SAMPLE
4	SCRNDAT	CHAR	6	%CHAR	DATE OF SCREENER
5	YNAINDAT	CHAR	6	%CHAR	DATE OF MAIN INTERVIEW
6	SVERSION	NUM	2		SCREENER VERSION NUMBER
7	MVERSION	NUM	2		MAIN INTERVIEW VERSION NUMBER
8	TARGYUTH	CHAR	2	%CHAR	YUTHNUM TARGET Y FOR PARENTAL INTERVIEW
9	ELIGTYP	NUM	2	ELIGTYP	YOUTH'S SAMPLE CELL, BASED ON SCREENER
10	ELIGTYP	NUM	2	ELIGTYP	YOUTH'S SAMPLE CELL, BASED ON MAIN INT
11	PHASFLG	NUM	2	PHASFLGF	PRIMARY MALE ANALYTIC SAMPLE FLAG
12	YATSFLG	NUM	2	YATSFLGF	86 YATS II SAMPLE FLAG
13	PANELPEY	NUM	2	PEPANEL	YOUTH SAMPLE SUBGROUP FOR ANALYSIS
14	ECALCAGE	NUM	3		SC9 CALCULATED AGE FROM DATE OF BIRTH
15	FAGE	NUM	2	FAGEFMT	AGE CATEGORIES FOR POST-STRATIFICATION
16	IMPAGE	NUM	2		IMPUTED AGE
17	ERACE	NUM	2	RACE	SC19 YOUTH'S RACE
18	CHISP	NUM	2	YESNO	SC20 IS YOUTH HISPANIC
19	YDETHNIC	NUM	2	ETHNIC	DES TYPE OF HISPANIC BACKGROUND
20	RACE1	NUM	2	PSRACE	RACE/ETHNICITY FOR POST-STRATIFICATION
21	IMPRACE	NUM	2	PSRACE	IMPUTED RACE/ETHNICITY
22	FRAME	NUM	2	FRAMEFMT	SAMPLE FRAME FROM WHICH HH SELECTED
23	INDONN	NUM	2	INDONNF	CLUSTER CONTAINED IN DONNELLEY FRAME
24	CLUSID	NUM	3		3 DIGIT CLUSTER IDENTIFIER
25	FEMSAMP	NUM	2	YESNO	ENUMERATE/INTERVIEW FEMALES IN THIS HH
26	PSEXISAMP	NUM	2	PSEXISMP	WHICH PARENT TO INTERVIEW FROM THIS HH
27	LONGSAMP	NUM	2	YESNO	IS HH IN LONGITUDINAL SAMPLE
28	INITWGHT	NUM	8		INITIAL WEIGHT
29	FULLWGHT	NUM	8		FINAL ADJUSTED WEIGHT
30	WGHTKS	NUM	8		WEIGHT FOR KS MODULE
31	WGHTMH	NUM	8		WEIGHT FOR MH MODULE
32	WGHTKA	NUM	8		WEIGHT FOR KA MODULE
33	WGHTPEA	NUM	8		WEIGHT FOR PE (ACTIVE)
34	WGHTPEV	NUM	8		WEIGHT FOR PE (RESERVE)
35	WGHTPEG	NUM	8		WEIGHT FOR PE (NATIONAL GUARD)
36	WGHTPEF	NUM	8		WEIGHT FOR PE (AIR FORCE)
37	WGHTPEM	NUM	8		WEIGHT FOR PE (MARINE CORPS)
38	WGHTPEN	NUM	8		WEIGHT FOR PE (NAVY)
39	WGHTPES	NUM	8		WEIGHT FOR PE (MILITARY)
40	WGHTPEW	NUM	8		WEIGHT FOR PE (CIVILIAN JOB)
41	WGHTPEC	NUM	8		WEIGHT FOR PE (COLLEGE)
42	WGHTPER	NUM	8		WEIGHT FOR PE (ROTC/OFFICER)
43	WFACKS	NUM	8		WEIGHT FACTOR FOR KS MODULE
44	WFACMH	NUM	8		WEIGHT FACTOR FOR MH MODULE
45	WFACKA	NUM	8		WEIGHT FACTOR FOR KA MODULE
46	WFACPEA	NUM	8		WEIGHT FACTOR FOR PE (ACTIVE)
47	WFACPEV	NUM	8		WEIGHT FACTOR FOR PE (RESERVE)
48	WFACPEG	NUM	8		WEIGHT FACTOR FOR PE (NATIONAL GUARD)
49	WFACPEF	NUM	8		WEIGHT FACTOR FOR PE (AIR FORCE)
50	WFACPEM	NUM	8		WEIGHT FACTOR FOR PE (MARINE CORPS)
51	WFACPEN	NUM	8		WEIGHT FACTOR FOR PE (NAVY)
52	WFACPES	NUM	8		WEIGHT FACTOR FOR PE (MILITARY)
53	WFACPEW	NUM	8		WEIGHT FACTOR FOR PE (CIVILIAN JOB)
54	WFACPEC	NUM	8		WEIGHT FACTOR FOR PE (COLLEGE)

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ORDER	VARIABLE	TYPE	LEN	FORMAT	LABEL
55	WFACPER	NUM	8		WEIGHT FACTOR FOR PE (ROTC/OFFICER)
56	BRIGADE	NUM	2	RCTGBDE	USAREC RECRUITING BRIGADE
57	BRIGBATT	CHAR	2	%BRGBT	HH BRIGADE/BATTALION RSID CODE
58	ROTCREG	CHAR	2	%ROTCFMT	ROTC REGION/BRIGADE
59	HHSTATE	CHAR	2	%STATE	HH STATE POSTAL CODE
60	STFIPS	NUM	2	STFIP	HH STATE FIPS CODE
61	ADI	CHAR	3	%ADIF	AREA OF DOMINANT INFLUENCE (1985)
62	AREA	CHAR	3	%CHAR	HH PHONE NUMBER AREA CODE
63	ATTPLACE	CHAR	10	%CHAR	HH PLACE NAME, AT&T TAPE
64	PHONCNTY	CHAR	25	%CHAR	SC4B IN WHAT COUNTY IS PHONE LOCATED
65	CNTYFIPS	CHAR	3	%CHAR	HH COUNTY FIPS CODE
66	GOODCNTY	NUM	2	GDCNTY	DETERMINES IF COUNTY IS WITHIN THE STATE
67	PHONZIP	CHAR	5	%CHAR	SC4C ZIP CODE WHERE PHONE IS LOCATED
68	GOODZIP	NUM	2	GOODZIP	DETERMINES IF ZIP IS WITHIN THE STATE
69	PHONCITY	CHAR	20	%CHAR	SC4E CITY WHERE PHONE IS LOCATED
70	PHONVER	NUM	2	PHONVER	SC1 IS DIALED PHONE NUMBER CORRECT
71	PHONUSE	NUM	2	PHONUSE	SC2 IS PHONE USED FOR HOME OR BUSINESS
72	PHONLOC	NUM	2	PHONLOC	SC3 PHONE LOCATED IN HOME OR BUSINESS
73	RESPINHH	NUM	2	YESNO	SC4D IS RESPONDENT A HH MEMBER
74	YOUTHTOT	NUM	2		SC5 HOW MANY YOUTHS AGED 13 TO 24 IN HH
75	MALEFEM	NUM	2	SEX	SC6 IS THIS PERSON MALE OR FEMALE
76	MALETOT	NUM	2		SC7 HOW MANY MALES AGED 13 TO 24
77	FEMTOT	NUM	2		SC7A HOW MANY FEMALES AGED 13 TO 24
78	FMALETOT	NUM	2		TOTAL MALES AGED 13-24 FINAL
79	FFEMTOT	NUM	2		TOTAL FEMALES AGED 13-24 FINAL
80	ENUMTOT	NUM	2		TOTAL YOUTH AGED 13-24 FINAL
81	HELIGTOT	NUM	2		% MALES ELIGIBLE FOR MAIN INTERVIEW
82	FELIGTOT	NUM	2		% FEMALES ELIGIBLE FOR MAIN INTERVIEW
83	PMSITOT	NUM	2		NO. YOUTHS IN PRIMARY MALE SAMPLE, 16-20
84	PMS2TOT	NUM	2		NO. YOUTHS IN PRIMARY MALE SAMPLE, 21-24
85	SMSTOT	NUM	2		NO. YOUTHS IN SECONDARY MALE SAMPLE
86	PFSITOT	NUM	2		NO. YOUTHS IN PRIMARY FEM. SAMPLE, 16-20
87	PFS2TOT	NUM	2		NO. YOUTHS IN PRIMARY FEM. SAMPLE, 21-24
88	SFSTOT	NUM	2		NO. YOUTHS IN SECONDARY FEMALE SAMPLE
89	BABYFLG	NUM	2	BABYFLG	IS THERE A 13-15 YEAR OLD IN HH
90	PHONEOTH	NUM	2	YESNO	SC35 ARE THERE ADDITIONAL PHONE NUMBERS
91	XPHONUSE	NUM	2	PHONUSE	SC36 OTHER PHONE FOR HOME OR BUSINESS
92	XPHONLOC	NUM	2	PHONLOC	SC36A OTHER PHONE IN HOME OR BUSINESS
93	ERSPAGE	NUM	2	YESNO	SC7B IS RESPONDENT 13 TO 24
94	EFNAM	CHAR	25	%CHAR	SC8 YOUTH'S FIRST NAME (STATUS)
95	ELNAM	CHAR	25	%CHAR	SC21 YOUTH'S LAST NAME (STATUS)
96	EDOBDD	NUM	2		SC9 YOUTH DATE OF BIRTH, DAY
97	EDOBMM	NUM	2	DOBMMTH	SC9 YOUTH DATE OF BIRTH, MONTH
98	EDOBY	NUM	2		SC9 YOUTH DATE OF BIRTH, YEAR
99	EAGE	NUM	3		SC10 AGE OF YOUTH (IF DOB MISSING)
100	E13TO24	NUM	2	AGERANG	SC10A AGE CATEGORY (IF AGE MISSING)
101	ESEX	NUM	2	SEX	SEX OF ENUMERATED YOUTH
102	EMILACT	NUM	2	YESNO	SC11 YOUTH EVER IN ACTIVE MIL/NG/RESERV
103	EMILWAIT	NUM	2	YESNO	SC12 YOUTH WAITING TO GO ON ACTIVE DUTY
104	EMILSERV	NUM	2	YESNO	SC11A IS YOUTH PRESENTLY IN MILITARY
105	EHSDIPL	NUM	2	YHSDIPL	SC13A TYPE OF HIGH SCHOOL DIPLOMA
106	EEDENCUR	NUM	2	YESNO	SC14 IS YOUTH CURRENTLY IN SCHOOL
107	EEDCOMP	NUM	2	EEDCOMP	SC13 HIGHEST LEVEL OF EDUC COMPLETED
108	EEDENTYP	NUM	2	EDENTYP	SC15 TYPE SCHOOL Y CURRENTLY ENROLLED

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ORDER	VARIABLE	TYPE	LEN	FORMAT	LABEL
109	EEDENYRH	NUM	2	EDENYRH	SC16 Y CURRENTLY IN 9, 10, 11, 12 GRADE
110	EEDENYRC	NUM	2	EDENYRC	SC17 YOUTH IN 1, 2, 3, 4, 5 YR COLLEGE
111	EEDCOVER	NUM	2	YESNO	SC13B VERIFIES SCHOOLING COMPLETED
112	ELIVADDR	NUM	2	YESNO	SC18 DOES YOUTH LIVE AT THIS ADDRESS
113	ELIVDORM	NUM	2	YESNO	SC18A DOES Y LIVE IN STUDENT HOUSING
114	RANDROY	NUM	2	RANDRO	MODULE ROTATION FOR XS, MM & KA
115	YHSDIPL	NUM	2	YHSDIPL	EE2 YOUTH HIGH SCHOOL DIPLOMA, TYPE
116	YEDCUR	NUM	2	YEDCUR	EE4 IS YOUTH CURRENTLY IN SCHOOL
117	YEDLASTM	NUM	2	DOBMONTH	EE5 YOUTH LAST ATTENDED SCHOOL, MONTH
118	YEDLASTY	NUM	2		EE5 YOUTH LAST ATTENDED SCHOOL, YEAR
119	YEDKIND	NUM	2	YEDKIND	EE6 KIND OF SCHOOL YOUTH ENROLLED IN
120	YEDENYRH	NUM	2	EDENYRH	EE6A IS Y IN GRADE 9, 10, 11, OR 12
121	YEDENYRC	NUM	2	EDENYRC	EE6B IS Y IN 1, 2, 3, 4, 5 YR COLLEGE
122	YEDCOVER	NUM	2	YESNO	EE1VER VERIFIES SCHOOLING COMPLETED
123	YEDLEV	NUM	2	YEDLEV	EE1 HIGHEST LEVEL OF EDUC COMPLETED
124	EE1CHK	NUM	2	CCHECK	EE1 CONST. CHECK: EE1 VS. AGE
125	YEDPLAN	NUM	2	YEDLEV	EE3 HIGHEST GRADE PLAN TO COMPLETE
126	EE3CHK	NUM	2	CCHECK	EE3 CONST. CHECK: EE1 VS. EE3
127	YNUHLET	NUM	2	YNUHLET	EE7 SCHOOL USE LETTER OR NUMBER GRADES
128	YEDGRADE	NUM	2	YEDGRAD	EE7 YOUTH EDUCATIONAL GRADE AVERAGE
129	YEDELALG	NUM	2	YEDELAL	EE9 Y TAKEN/WILL TAKE ELEMENTARY ALGEBRA
130	YEDGGM	NUM	2	YEDELAL	EE10 Y TAKEN/WILL TAKE PLANE GEOMETRY
131	YEDINALG	NUM	2	YEDELAL	EE11 Y TAKEN/WILL TAKE INTERMED ALGEBRA
132	YEDTRIG	NUM	2	YEDELAL	EE12 Y TAKEN/WILL TAKE TRIGONOMETRY
133	YEMPCUR	NUM	2	YEMPCUR	EE16 IS YOUTH CURRENTLY EMPLOYED
134	YEMPLOOK	NUM	2	YEMPLOK	EE17 IS YOUTH LOOKING FOR EMPLOYMENT
135	YEMPHOUR	NUM	2		EE19 Y HOURS WORKED PER WEEK IN LAST JOB
136	EE19CHK	NUM	2	CCHECK	EE19 CONST. CHECK: CUR EMP VS. NO JOB
137	YEMPENCK	CHAR	2	%YEMPCK	EE19CK VERIFIES CURRENT EMPLOYMENT
138	YEMPHRCK	CHAR	2	%CHAR	EE19CK VERIFY NO. HRS CURRENTLY EMPLOYED
139	YEMPEVER	NUM	2	YEMPEVR	EE20 WAS YOUTH EVER EMPLOYED FULL-TIME
140	YEMPEASY	NUM	2	YEMPLOY	EE24 YOUTH EMPLOYMENT DIFFICULTY IN COMM
141	YIPDOSCH	NUM	2	YESNO	IP1 Y PLANS TO GO TO SCHOOL
142	YIPDOEMP	NUM	2	YESNO	IP1 Y PLANS TO WORK
143	YIPDOIDL	NUM	2	YESNO	IP1 Y PLANS TO DO NOTHING
144	YIPDOMIL	NUM	2	YESNO	IP1 Y PLANS TO JOIN MILITARY/SERVICE
145	YIPDOOTH	NUM	2	YESNO	IP1 Y HAS OTHER PLANS
146	YPBRAN1	NUM	2	YP1BRAN	IP3 BRANCH OF SERVICE, FIRST CHOICE
147	RANDIP1	NUM	2	RAND1IP	IP4 RANDOM START FOR CATEGORIES
148	YPCOMP1	NUM	2	YPCOMP	IP4 TYPE OF SERVICE, FIRST CHOICE
149	YPBRAN2	NUM	2	YP2BRAN	IP5 BRANCH OF SERVICE, NEXT CHOICE
150	RANDIP2	NUM	2	RAND1IP	IP6 RANDOM START FOR CATEGORIES
151	YPCOMP2	NUM	2	YPCOMP	IP6 TYPE OF SERVICE, NEXT CHOICE
152	YPROBNIL	NUM	2	PROB	IP7 PROB OF Y SERVING IN MILITARY
153	YPROBCOL	NUM	2	PROB	IP14 PROB OF Y GOING TO COLLEGE
154	YPCOL24	NUM	2	YP24COL	IP15 Y PLANS TO GO 2 OR 4 YEAR COLLEGE
155	YPROBARO	NUM	2	PROB	IP11 PROB OF Y TAKING ROTC COLLEGE CLASS
156	YPROBVOC	NUM	2	PROB	IP16 PROB OF Y GOING TO VO/TECH SCHOOL
157	YPROBEMP	NUM	2	PROB	IP12 PROB OF Y WORKING IN CIVILIAN JOB
158	YFULPAR	NUM	2	YFULPAR	IP13 WORK PLANS FULL-TIME OR PART-TIME
159	YPSAMOC	NUM	2	YSAMOC	IP2 PLAN TO BE IN SAME OR DIFFERENT JOB
160	RANDIP3	NUM	2	RAND3IP	IP8_11A RANDOM START FOR MILITARY PLANS
161	RANDIP4	NUM	2	RAND4IP	IP8_10 RANDOM START FOR MILITARY PLANS
162	YPROBAR	NUM	2	PROB	IP8 PROB OF Y SERVING ARMY ACTIVE DUTY

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ORDER	VARIABLE	TYPE	LEN	FORMAT	LABEL
163	YPROBANG	NUM	2	PROB	IP9 PROB OF Y SERVING ARMY NATL GUARD
164	YPROBARV	NUM	2	PROB	IP10 PROB OF Y SERVING IN ARMY RESERVE
165	YPROBCOM	NUM	2	PROB	IP11A PROB OF OFFICER COMMISSION IN ROTC
166	YPSCHFUL	NUM	2	YESNO	IP17 Y MOST LIKELY: FULL-TIME SCHOOL
167	YPSCHPRT	NUM	2	YESNO	IP17 Y MOST LIKELY: PART-TIME SCHOOL
168	YPWRKFUL	NUM	2	YESNO	IP17 Y MOST LIKELY: FULL-TIME WORK
169	YPWRKPRT	NUM	2	YESNO	IP17 Y MOST LIKELY: PART-TIME WORK
170	YPSRVHIL	NUM	2	YESNO	IP17 Y MOST LIKELY: MILITARY
171	YPHOMEMK	NUM	2	YESNO	IP17 Y MOST LIKELY: HOMEMAKER
172	YPOTH	NUM	2	YESNO	IP17 Y MOST LIKELY: OTHER
173	YPROBTAR	NUM	2	PROB	IP20 PROB Y WILL TALK ABOUT ARMY
174	YPROBADO	NUM	2	PROB	IP21 PROB Y WILL DO SOMETHING ABOUT ARMY
175	YPTHOTH	NUM	2	YESNO	IP18 EVER THOUGHT ABOUT JOINING MILITARY
176	YBAEVREC	NUM	2	YESNO	BE1A Y EVER TALK WITH MILITARY RECRUITER
177	YBATALK	NUM	2	YESNO	BE1 Y TALK ABOUT JOINING ARMY PAST 6 MO
178	YBAFREN	NUM	2	YESNO	BE2 Y DISCUSS ARMY WITH FRIENDS
179	YBANOM	NUM	2	YESNO	BE2 Y DISCUSS ARMY WITH MOTHER
180	YBADAD	NUM	2	YESNO	BE2 Y DISCUSS ARMY WITH FATHER
181	YBASIB	NUM	2	YESNO	BE2 Y DISCUSS ARMY WITH BROTHER/SISTER
182	YBAREL	NUM	2	YESNO	BE2 Y DISCUSS ARMY WITH OTH RELATIVE
183	YBASPOU	NUM	2	YESNO	BE2 Y DISCUSS ARMY WITH SPOUSE
184	YBATEAC	NUM	2	YESNO	BE2 Y DISCUSS ARMY WITH TEACHER
185	YBACOUN	NUM	2	YESNO	BE2 Y DISCUSS ARMY WITH SCH COUNSLR
186	YBAREC	NUM	2	YESNO	BE2 Y DISCUSS ARMY WITH RECRUITER
187	YBACOW	NUM	2	YESNO	BE2 Y DISCUSS ARMY WITH CO-WORKER
188	YBABOSS	NUM	2	YESNO	BE2 Y DISCUSS ARMY WITH EMPLOYER
189	YBAOTH	NUM	2	YESNO	BE2 Y DISCUSS ARMY WITH OTHERS
190	YBAFRSCH	NUM	2	YESNO	BE3 WAS FRIEND Y TALKED WITH FROM SCHOOL
191	YBAFREMP	NUM	2	YESNO	BE4 WAS FRIEND Y TALKED WITH AT WORK
192	BE4CHK	NUM	2	CCHECK	CONST. CHECK: BE2, BE4
193	YBAFRMIL	NUM	2	YESNO	BE5 WAS FRIEND Y TALKED WITH IN SERVICE
194	YBAFRAR	NUM	2	YESNO	BE6 WAS FRIEND Y TALKED WITH IN ARMY
195	YBMREC	NUM	2	YESNO	BE7 Y TALK TO RECRUITER PAST 6 MONTHS
196	YBMRECAR	NUM	2	YESNO	BE8 Y TALKED TO AN ARMY RECRUITER
197	YBMRECAF	NUM	2	YESNO	BE8 Y TALKED TO AN AIR FORCE RECRUITER
198	YBMRECNA	NUM	2	YESNO	BE8 Y TALKED TO A NAVY RECRUITER
199	YBMRECMC	NUM	2	YESNO	BE8 Y TALKED TO A MARINE RECRUITER
200	YBACONT	NUM	2	YBACONT	BE8A HOW FIRST CONTACT W/ ARMY RECRUITER
201	YBATALK1	NUM	2	YBATALK	BE8B HOW FIRST TALK W/ ARMY RECRUITER
202	YBAGIFT	NUM	2	YESNO	BE10 Y RESPOND TO ARMY AD IN PAST 6 MO
203	YBAVISIT	NUM	2	YESNO	BE11 Y VISIT ARMY RECR STATN PAST 6 MO
204	YBATEST	NUM	2	YESNO	BE12 Y TAKE TEST FOR ARMY IN PAST 6 MO
205	YBCTHOT	NUM	2	YESNO	BE16 Y THINK ABOUT COLLEGE IN PAST 6 MO
206	YBCTALK	NUM	2	YESNO	BE17 Y TALK ABOUT COLLEGE IN PAST 6 MO
207	YBCFREN	NUM	2	YESNO	BE18 Y DISCUSS COLLEGE WITH FRIENDS
208	YBCMOH	NUM	2	YESNO	BE18 Y DISCUSS COLLEGE WITH MOTHER
209	YBCDAD	NUM	2	YESNO	BE18 Y DISCUSS COLLEGE WITH FATHER
210	YBCSIB	NUM	2	BEYN	BE18 Y DISCUSS COLLEGE WITH BROTHER/SIS
211	YBCREL	NUM	2	YESNO	BE18 Y DISCUSS COLLEGE WITH OTH RELATIVE
212	YBCSPOU	NUM	2	YESNO	BE18 Y DISCUSS COLLEGE WITH SPOUSE
213	YBCTEAC	NUM	2	YESNO	BE18 Y DISCUSS COLLEGE WITH A TEACHER
214	YBCCOUN	NUM	2	YESNO	BE18 Y DISCUSS COLLEGE WITH SCH COUNSLR
215	YBCREC	NUM	2	YESNO	BE18 Y DISCUSS COLLEGE WITH A RECRUITER
216	YBCCOW	NUM	2	YESNO	BE18 Y DISCUSS COLLEGE WITH CO-WORKER

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217	YBCBOSS	NUM	2	YESNO	BE18 Y DISCUSS COLLEGE WITH EMPLOYER
218	YBCOTH	NUM	2	YESNO	BE18 Y DISCUSS COLLEGE WITH OTHERS
219	YBCACF	NUM	2	YESNO	BE19 DID ANYONE TALK TO Y ABOUT ACF
220	YBCGI	NUM	2	YESNO	BE19 DID ANYONE TALK TO Y ABOUT GI BILL
221	YBCROTC	NUM	2	YESNO	BE19 DID ANYONE TALK TO Y ABOUT ROTC SCH
222	YBCVEAP	NUM	2	YESNO	BE19 DID ANYONE TALK TO Y ABOUT VEAP
223	YBCTEST	NUM	2	YESNO	BE21 Y TAKE COLLEGE ADM TEST PAST 6 MO
224	YBCAPPL	NUM	2	YESNO	BE24 Y SUBMIT COLLEGE APPL IN PAST 6 MO
225	YBWHOT	NUM	2	YESNO	BE25 Y THINK ABOUT FT WORK IN PAST 6 MO
226	YBWTALK	NUM	2	YESNO	BE26 Y TALK ABOUT FT WORK IN PAST 6 MO
227	YBWFREN	NUM	2	YESNO	BE27 Y DISCUSS FT WORK WITH FRIENDS
228	YBWMOM	NUM	2	YESNO	BE27 Y DISCUSS FT WORK WITH MOTHER
229	YBWDAD	NUM	2	YESNO	BE27 Y DISCUSS FT WORK WITH FATHER
230	YBWSIB	NUM	2	YESNO	BE27 Y DISCUSS FT WORK WITH BROTHER/SIS
231	YBWREL	NUM	2	YESNO	BE27 Y DISCUSS FT WORK WITH OTH RELATIVE
232	YBWSPOU	NUM	2	YESNO	BE27 Y DISCUSS FT WORK WITH SPOUSE
233	YCWTEAC	NUM	2	YESNO	BE27 Y DISCUSS FT WORK WITH A TEACHER
234	YBWCOUN	NUM	2	YESNO	BE27 Y DISCUSS FT WORK WITH SCH COUNSLR
235	YBWREC	NUM	2	YESNO	BE27 Y DISCUSS FT WORK WITH A RECRUITER
236	YBWCOW	NUM	2	YESNO	BE27 Y DISCUSS FT WORK WITH CO-WORKER
237	YBWBOS	NUM	2	YESNO	BE27 Y DISCUSS FT WORK WITH EMPLOYER
238	YBWOTH	NUM	2	YESNO	BE27 Y DISCUSS FT WORK WITH OTHERS
239	YBWVISIT	NUM	2	YESNO	BE31 Y VISIT POTENTIAL EMPLOYER/AGENCIES
240	YBWAPPL	NUM	2	YESNO	BE32 Y APPLY FOR ANY JOBS IN PAST 6 MO
241	YARMAD	NUM	2	BADGOOD	S11 FEEL ABOUT Y ARMY ENL: FATHER
242	YARMOM	NUM	2	BADGOOD	S11 FEEL ABOUT Y ARMY ENL: MOTHER
243	YARMFARM	NUM	2	BADGOOD	S11 FEEL ABOUT Y ARMY ENL: FREN ARMY EXP
244	YARMFNL	NUM	2	BADGOOD	S11 FEEL ABOUT Y ARMY ENL: FREN OTH MIL
245	YARMFNO	NUM	2	BADGOOD	S11 FEEL ABOUT Y ARMY ENL: FREN NO MIL
246	YARMCOUN	NUM	2	BADGOOD	S11 FEEL ABOUT Y ARMY ENL: SCH COUNSELOR
247	YARMTEAC	NUM	2	BADGOOD	S11 FEEL ABOUT Y ARMY ENL: TEACHERS
248	YARMCOW	NUM	2	BADGOOD	S11 FEEL ABOUT Y ARMY ENL: CO-WORKERS
249	YARMSTUD	NUM	2	BADGOOD	S11 FEEL ABOUT Y ARMY ENL: FELLOW STUDNT
250	YARMBOS	NUM	2	BADGOOD	S11 FEEL ABOUT Y ARMY ENL: EMPLOYER
251	YFRENMIL	NUM	2	YESNO	S12 Y HAVE FRIENDS CURRENTLY IN MILITARY
252	YFRENAL	NUM	2	YESNO	S13 Y MIL FRIENDS BRANCH OF SERVICE-AF
253	YFRENAR	NUM	2	YESNO	S13 Y MIL FRIENDS BRANCH OF SERVICE-ARMY
254	YFRENCG	NUM	2	YESNO	S13 Y MIL FRIENDS BRANCH OF SERVICE-CG
255	YFRENMC	NUM	2	YESNO	S13 Y MIL FRIENDS BRANCH OF SERVICE-MC
256	YFRENNA	NUM	2	YESNO	S13 Y MIL FRIENDS BRANCH OF SERVICE-NAVY
257	YFRENACT	NUM	2	YESNO	S14 ARE Y ARMY FRIENDS IN ACTIVE ARMY
258	YFRENARV	NUM	2	YESNO	S14 ARE Y ARMY FRIENDS IN RESERVE
259	YFRENANG	NUM	2	YESNO	S14 ARE Y ARMY FRIENDS IN NAT GUARD
260	YFRENARO	NUM	2	YESNO	S14 ARE Y ARMY FRIENDS IN ROTC
261	YFAMMIL	NUM	2	YESNO	S15 Y HAVE FAMILY CURRENTLY IN MILITARY
262	YFAMAF	NUM	2	YESNO	S16 Y MIL FAMILY BRANCH SERVICE-AF
263	YFAMAR	NUM	2	YESNO	S16 Y MIL FAMILY BRANCH SERVICE-ARMY
264	YFAMCG	NUM	2	YESNO	S16 Y MIL FAMILY BRANCH SERVICE-CG
265	YFAMMC	NUM	2	YESNO	S16 Y MIL FAMILY BRANCH SERVICE-MC
266	YFAMNA	NUM	2	YESNO	S16 Y MIL FAMILY BRANCH SERVICE-NAVY
267	YFAMACT	NUM	2	YESNO	S17 ARE Y ARMY FAMILY IN ACTIVE ARMY
268	YFAMARV	NUM	2	YESNO	S17 ARE Y ARMY FAMILY IN RESERVE
269	YFAMANG	NUM	2	YESNO	S17 ARE Y ARMY FAMILY IN NAT GUARD
270	YFAMARO	NUM	2	YESNO	S17 ARE Y ARMY FAMILY IN ROTC

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271	RANDIAY	NUM	2	RANDIAY	IAY RANDOM NUMBER
272	YIPHYS	NUM	2	RANGIMP	IA IMP OF HAVING PHYSICAL CHALLENGE
273	YIHIGUAL	NUM	2	RANGIMP	IA IMP OF HIGHLY TRAINED COWORKERS
274	YICASHED	NUM	2	RANGIMP	IA IMP OF EARNING MONEY FOR EDUCATION
275	YITRAIN	NUM	2	RANGIMP	IA IMP OF TRAINING IN USEFUL SKILLS
276	YISELCON	NUM	2	RANGIMP	IA IMP OF DEVELOPING SELF-CONFIDENCE
277	YICNTRY	NUM	2	RANGIMP	IA IMP OF SERVING COUNTRY
278	YILEADER	NUM	2	RANGIMP	IA IMP OF DEVELOPING LEADERSHIP SKILLS
279	YIHITECH	NUM	2	RANGIMP	IA IMP OF WORKING WITH HI-TECH EQUIP
280	YIPROUD	NUM	2	RANGIMP	IA IMP OF EXPERIENCES TO BE PROUD OF
281	YIPOTEN	NUM	2	RANGIMP	IA IMP OF DEVELOPING POTENTIAL
282	YICIVCAR	NUM	2	RANGIMP	IA IMP OF HELPING CIVILIAN CAREER DEV
283	YISERCON	NUM	2	RANGIMP	IA IMP OF COMMUNITY SERVICE
284	YIWEKEN	NUM	2	RANGIMP	IA IMP OF WEEKEND EXCITEMENT
285	YIHOME	NUM	2	RANGIMP	IA IMP OF STAYING IN OWN HOMETOWN
286	YISTEP	NUM	2	RANGIMP	IA IMP OF STEPPING FROM HS TO COLLEGE
287	YIMATURE	NUM	2	RANGIMP	IA IMP OF BECOM MORE MATURE/RESPONSIBLE
288	YIINNOV	NUM	2	RANGIMP	IA IMP OF USING OWN JUDGEMENT
289	YIMENTAL	NUM	2	RANGIMP	IA IMP OF HAVING MENTAL CHALLENGE
290	YTVWATCH	NUM	2	YESNO	MH1 DOES YOUTH REGULARLY WATCH TV
291	YTVHRRREG	NUM	3		MH2 HRS PER WEEK WATCH NETWORK TV
292	YTVHRCAB	NUM	3		MH2 HRS PER WEEK WATCH CERTAIN CABLE TV
293	MHY2CHK1	NUM	2	CCHECK	CONST CHECK: MH1 = 1 & MH2 = 0 HOURS
294	MHY2CHK2	NUM	2	CCHECK	CONST CHECK: MH2 > 168 HOURS
295	YTVCA81	NUM	2	YESNO	MH11 DOES YOUTH WATCH MTV
296	YTVCA92	NUM	2	YESNO	MH11 DOES YOUTH WATCH NASHVILLE NETWORK
297	YTVCA83	NUM	2	YESNO	MH11 DOES YOUTH WATCH ESPN [SPORTS]
298	YTVCA84	NUM	2	YESNO	MH11 DOES YOUTH WATCH WTBS [SYNDICATED]
299	YTVCA85	NUM	2	YESNO	MH11 DOES Y WATCH BLACK ENTERTAINMENT TV
300	YTVSPORT	NUM	2	YESNO	MH12 DOES YOUTH VIEW SPORTS
301	YTVMYS	NUM	2	YESNO	MH12 DOES YOUTH VIEW MYSTERIES
302	YTVDRAMA	NUM	2	YESNO	MH12 DOES YOUTH VIEW GENERAL DRAMA
303	YTVMUSIC	NUM	2	YESNO	MH12 DOES YOUTH VIEW MUSIC/MUSIC VIDEOS
304	YTVCOMDY	NUM	2	YESNO	MH12 DOES YOUTH VIEW SITCOMS
305	YTVMOVIE	NUM	2	YESNO	MH12 DOES YOUTH VIEW TV MOVIES
306	YTVTALK	NUM	2	YESNO	MH12 DOES YOUTH VIEW TV TALK SHOWS
307	YTVSH1	NUM	2	YESNO	MH13 DOES YOUTH WATCH DAVID LETTERMAN
308	YTVSH2	NUM	2	YESNO	MH13 DOES Y WATCH FRIDAY NIGHT VIDEOS
309	YTVSH3	NUM	2	YESNO	MH13 DOES Y WATCH MONDAY NIGHT FOOTBALL
310	YTVSH4	NUM	2	YESNO	MH13 DOES Y WATCH COLLEGE FOOTBALL
311	YTVSH5	NUM	2	YESNO	MH13 DOES Y WATCH SUNDAY NIGHT MOVIES
312	YVCRHAVE	NUM	2	YESNO	MH14 DOES HOUSEHOLD HAVE A VCR
313	YVCRHOUR	NUM	3		MH15 HOURS PER WEEK SPENT WATCHING VCR
314	YRADLIS	NUM	2	YESNO	MH16 DOES YOUTH LISTEN TO THE RADIO
315	YRADHRAM	NUM	3		MH17 HOW MANY HOURS PER WEEK AM RADIO
316	YRADHRFM	NUM	3		MH17 HOW MANY HOURS PER WEEK FM RADIO
317	MY17CHK1	NUM	2	CCHECK	CONST CHECK: MH16 = 1 & MH17 = 0 HOURS
318	MY17CHK2	NUM	2	CCHECK	CONST CHECK: MH17 > 168 HOURS
319	YRADNEWS	NUM	2	YESNO	MH26 DOES YOUTH LISTEN TO NEWS
320	YRADCLAS	NUM	2	YESNO	MH26 DOES YOUTH LISTEN CLASSICAL MUSIC
321	YRADPOP	NUM	2	YESNO	MH26 DOES YOUTH LISTEN TO POP MUSIC
322	YRADCW	NUM	2	YESNO	MH26 DOES YOUTH LISTEN COUNTRY MUSIC
323	YRADSPOR	NUM	2	YESNO	MH26 DOES YOUTH LISTEN TO SPORTS
324	YRADTALK	NUM	2	YESNO	MH26 DOES YOUTH LISTEN TO TALK SHOWS

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325	YRADROCK	NUM	2	YESNO	MH26 DOES YOUTH LISTEN TO ROCK MUSIC
326	YRADEASY	NUM	2	YESNO	MH26 DOES YOUTH LISTEN TO EASY MUSIC
327	YRADSH1	NUM	2	YESNO	MH27 DOES Y LISTEN TO AMERICAN TOP 40
328	YRADSH2	NUM	2	YESNO	MH27 DOES Y LISTEN TO KING BISCUIT HOUR
329	YRADSH3	NUM	2	YESNO	MH27 DOES Y LISTEN TO RICK DEES' TOP 40
330	YRADSH4	NUM	2	YESNO	MH27 DOES Y LISTEN TO METALSHOP
331	YRADSH5	NUM	2	YESNO	MH27 DOES Y LISTEN TO ROCKLINE
332	YPAPREAD	NUM	2	YPAPREA	MH28 HOW OFTEN DOES Y READ NEWSPAPER
333	YPAPHOUR	NUM	3		MH29 HOURS PER WEEK READING NEWSPAPER
334	MHY29CHK	NUM	2	CCHECK	CONST CHECK: MH28 & MH29 HOURS
335	YPAPSPOR	NUM	2	YESNO	MH30 DOES YOUTH READ SPORTS
336	YPAPCOM	NUM	2	YESNO	MH30 DOES YOUTH READ COMICS
337	YPAPNEWS	NUM	2	YESNO	MH30 DOES YOUTH READ NEWS SECTION
338	YPAPLOC	NUM	2	YESNO	MH30 DOES YOUTH READ LOCAL SECTION
339	YPAPFOOD	NUM	2	YESNO	MH30 DOES YOUTH READ FOOD SECTION
340	YPAPSTYL	NUM	2	YESNO	MH30 DOES YOUTH READ LIFESTYLE SECTION
341	YPAPCLAS	NUM	2	YESNO	MH30 DOES YOUTH READ CLASSIFIED
342	YHAGREAD	NUM	2	YESNO	MH31 DOES YOUTH READ MAGAZINES
343	YHAG1	NUM	3	MAGFMT	MH32 MAGAZINE 01 READ ON REGULAR BASIS
344	YHAG2	NUM	3	MAGFMT	MH32 MAGAZINE 02 READ ON REGULAR BASIS
345	YHAG3	NUM	3	MAGFMT	MH32 MAGAZINE 03 READ ON REGULAR BASIS
346	YHAG4	NUM	3	MAGFMT	MH32 MAGAZINE 04 READ ON REGULAR BASIS
347	YHAG5	NUM	3	MAGFMT	MH32 MAGAZINE 05 READ ON REGULAR BASIS
348	YHAG6	NUM	3	MAGFMT	MH32 MAGAZINE 06 READ ON REGULAR BASIS
349	YHAGHOUR	NUM	3		MH33 HOURS PER WEEK READING MAGAZINES
350	MHYCHK	NUM	2	CCHECK	CONST CHECK: TOTAL HOURS IN MHY > 168
351	YUN12NOM	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR NO SERVICES
352	YUN12AF	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR AIR FORCE
353	YUN12AR	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR ARMY
354	YUN12RO	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR ROTC
355	YUN12NG	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR NAT GUARD
356	YUN12RV	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR RESERVE
357	YUN12CG	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR COAST GUARD
358	YUN12MC	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR MARINE CORPS
359	YUN12NA	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR NAVY
360	YUN12ALL	NUM	2	YESNO	KR1 UNAIDED AD RECALL FOR ALL IN ONE AD
361	YKRRDAF	NUM	2	YESNO	KR2 ROTC AD RECALLED FOR AIR FORCE
362	YKRRDAR	NUM	2	YESNO	KR2 ROTC AD RECALLED FOR ARMY
363	YKRRONA	NUM	2	YESNO	KR2 ROTC AD RECALLED FOR NAVY
364	YKRRMC	NUM	2	YESNO	KR2 ROTC AD RECALLED FOR MARINES
365	YKRRCCG	NUM	2	YESNO	KR2 ROTC AD RECALLED FOR COAST GUARD
366	YKRRCAF	NUM	2	YESNO	KR3 N GUARD AD RECALLED FOR AIR FORCE
367	YKRRGAR	NUM	2	YESNO	KR3 N GUARD AD RECALLED FOR ARMY
368	YKRRGNA	NUM	2	YESNO	KR3 N GUARD AD RECALLED FOR NAVY
369	YKRRGMC	NUM	2	YESNO	KR3 N GUARD AD RECALLED FOR MARINES
370	YKRRCCG	NUM	2	YESNO	KR3 N GUARD AD RECALLED FOR COAST GUARD
371	YKRRVAF	NUM	2	YESNO	KR4 RESERVE AD RECALLED FOR AIR FORCE
372	YKRRVAR	NUM	2	YESNO	KR4 RESERVE AD RECALLED FOR ARMY
373	YKRRVNA	NUM	2	YESNO	KR4 RESERVE AD RECALLED FOR NAVY
374	YKRRVMC	NUM	2	YESNO	KR4 RESERVE AD RECALLED FOR MARINES
375	YKRRVCG	NUM	2	YESNO	KR4 RESERVE AD RECALLED FOR COAST GUARD
376	RANDKRY2	NUM	2	KNOW	KR5-KR13 RANDOM START AIDED AD RECALL
377	YAIDAF	NUM	2	YESNO	KR5 AIDED AD RECALL FOR AIR FORCE
378	YAIDAR	NUM	2	YESNO	KR6 AIDED AD RECALL FOR ARMY

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379	YAI DARO	NUM	2	YESNO	KR7 AIDED AD RECALL FOR ARMY ROTC
380	YAI DANG	NUM	2	YESNO	KR8 AIDED AD RECALL FOR ARMY NAT GUARD
381	YAI DARV	NUM	2	YESNO	KR9 AIDED AD RECALL FOR ARMY RESERVE
382	YAI DCG	NUM	2	YESNO	KR10 AIDED AD RECALL FOR COAST GUARD
383	YAI DMC	NUM	2	YESNO	KR11 AIDED AD RECALL FOR MARINE CORPS
384	YAI DNA	NUM	2	YESNO	KR12 AIDED AD RECALL FOR NAVY
385	YAI DALL	NUM	2	YESNO	KR13 AIDED AD RECALL FOR ALL SERVICES
386	YAI DARTV	NUM	2	YESNO	KR14 RECALLS ARMY AD ON TV
387	YAI DARRAD	NUM	2	YESNO	KR14 RECALLS ARMY AD ON RADIO
388	YAI DARMAG	NUM	2	YESNO	KR14 RECALLS ARMY AD IN MAGAZINES
389	YAI DARPA	NUM	2	YESNO	KR14 RECALLS ARMY AD IN NEWSPAPERS
390	YAI DARBIL	NUM	2	YESNO	KR14 RECALLS ARMY AD ON BILLBOARDS
391	YAI DARMAL	NUM	2	YESNO	KR14 RECALLS ARMY AD IN MAIL
392	YAI DARPOS	NUM	2	YESNO	KR14 RECALLS ARMY AD ON POSTERS
393	YAI DARPAH	NUM	2	YESNO	KR14 RECALLS ARMY AD IN PAMPHLETS
394	YAI DARYEL	NUM	2	YESNO	KR14 RECALLS ARMY AD IN YELLOW PAGES
395	YAI DARTO	NUM	2	YADOTH	KR14 RECALLS ARMY AD SOMEWHERE ELSE
396	RANCKRY	NUM	2	RANDKR	KR17 RANDOM SELECTION OF SERV/COMPONENT
397	YKRMMSGAR	NUM	2	YKVERB	STATUS OF KR VERBATIM RESPONSE: ARMY
398	YKRMMSGOT	NUM	2	YKVERB	STATUS OF KR VERBATIM RESPONSE: NON-ARMY
399	YATADLIK	NUM	2	YRATEAD	AT1 HOW MUCH YOUTH LIKED ARMY ADS
400	YATADBEL	NUM	2	PRATEAD	AT2 HOW MUCH YOUTH BELIEVES ARMY ADS
401	RANDKS	NUM	2	RANDKS	KS1 RANDOM START FOR SLOGANS
402	YKSADVEN	NUM	2	KSANSWR	KS2 SLOGAN: NOT A JOB. AN ADVENTURE
403	YKSPROUD	NUM	2	KSANSWR	KS3 SLOGAN: THE FEW. THE PROUD
404	YKSBEALL	NUM	2	KSANSWR	KS4 SLOGAN: BE ALL YOU CAN BE
405	YKSWAY	NUM	2	KSANSWR	KS5 SLOGAN: A GREAT WAY OF LIFE
406	YKSGOOD	NUM	2	KSANSWR	KS6 SLOGAN: LOOKING FOR A FEW GOOD MEN
407	YKSSTART	NUM	2	KSANSWR	KS7 SLOGAN: IT'S A GREAT PLACE TO START
408	YKSAIM	NUM	2	KSANSWR	KS8 SLOGAN: AIM HIGH
409	YKSNOTCO	NUM	2	KSANSWR	KS9 SLOGAN: NOT A COMPANY. YOUR COUNTRY
410	RANDPE8	NUM	2	RAND8PE	PE RANDOM SELECTION FROM 8 SERVICES
411	RANDPE9	NUM	2	RAND9PE	PE RANDOM SELECTION FROM 9 SERVICES
412	RANDPE3	NUM	2	RAND3PE	PE RANDOM SELECTION OF PANEL 2 SUBGROUP
413	RAND1000	NUM	4		PE WEIGHTED SELECTION OF PANEL 3 SERVICE
414	RANDPEY1	NUM	2	RAND1PE	PEY1 RANDOM START FOR ARMY
415	RANDPEY4	NUM	2	RAND4PE	PEY4 RANDOM START FOR ARV/ANG
416	RANDPEY5	NUM	2	RAND4PE	PEY5 RANDOM START FOR NATIONAL GUARD
417	RANDPEY6	NUM	2	RAND1PE	PEY6 RANDOM START FOR AF/MC/NA/ALL
418	RANDPEY7	NUM	2	RAND7PE	PEY7 RANDOM START FOR CIVILIAN JOB
419	RANDPEY8	NUM	2	PE8RAND	PEY8 RANDOM START FOR COLLEGE
420	YAWIDE	NUM	2	AGREEW	PE1 WIDE VARIETY OF JOBS: ARMY
421	YAPHYS	NUM	2	AGREEW	PE1 PHYSICALLY CHALLENGING: ARMY
422	YAPROUD	NUM	2	AGREEW	PE1 EXPERIENCE TO BE PROUD OF: ARMY
423	YASTEP	NUM	2	AGREEW	PE1 STEPPING STONE TO COLLEGE: ARMY
424	YALEADER	NUM	2	AGREEW	PE1 DEVELOP LEADERSHIP SKILLS: ARMY
425	YAHITECH	NUM	2	AGREEW	PE1 USE HIGH-TECH EQUIPMENT: ARMY
426	YACIVCAR	NUM	2	AGREEW	PE1 CIVILIAN CAREER DEVELOP: ARMY
427	YISELCON	NUM	2	AGREEW	PE1 DEVELOP SELF-CONFIDENCE: ARMY
428	YAPOTEN	NUM	2	AGREEW	PE1 DEVELOP YOUR POTENTIAL: ARMY
429	YAMENTAL	NUM	2	AGREEW	PE1 MENTALLY CHALLENGING: ARMY
430	YAMATURE	NUM	2	AGREEW	PE1 MATURE AND RESPONSIBLE: ARMY
431	YATRIN	NUM	2	AGREEW	PE1 TRAINING IN USEFUL SKILLS: ARMY
432	YAHIGUAL	NUM	2	AGREEW	PE1 HIGHLY TRAINED COWORKERS: ARMY



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ORDER	VARIABLE	TYPE	LEN	FORMAT	LABEL
433	YACASHED	NUM	2	AGREEW	PE1 GET MONEY FOR EDUCATION: ARMY
434	YHEARDAR	NUM	2	YESNO	PE1A Y EVER HEARD OF ARMY RESERVE
435	YVWIDE	NUM	2	AGREEW	PE4 WIDE VARIETY OF JOBS: RESERVE
436	YVPROUD	NUM	2	AGREEW	PE4 EXPERIENCE TO BE PROUD OF: RESERVE
437	YVLEADER	NUM	2	AGREEW	PE4 DEVELOP LEADERSHIP SKILLS: RESERVE
438	YVCIVCAR	NUM	2	AGREEW	PE4 CIVILIAN CAREER DEVELOP: RESERVE
439	YVSELCON	NUM	2	AGREEW	PE4 DEVELOP SELF-CONFIDENCE: RESERVE
440	YVPOTEN	NUM	2	AGREEW	PE4 DEVELOP YOUR POTENTIAL: RESERVE
441	YVMENTAL	NUM	2	AGREEW	PE4 MENTALLY CHALLENGING: RESERVE
442	YVMATURE	NUM	2	AGREEW	PE4 MATURE AND RESPONSIBLE: RESERVE
443	YVTRAIN	NUM	2	AGREEW	PE4 TRAINING IN USEFUL SKILLS: RESERVE
444	YVHIQUAL	NUM	2	AGREEW	PE4 HIGHLY TRAINED COWORKERS: RESERVE
445	YVCASHED	NUM	2	AGREEW	PE4 GET MONEY FOR EDUCATION: RESERVE
446	YVHOME	NUM	2	AGREEW	PE4 SERVE AMERICA IN HOMETOWN: RESERVE
447	YVSERCOM	NUM	2	AGREEW	PE4 SERVE YOUR OWN COMMUNITY: RESERVE
448	YVWEEKEN	NUM	2	AGREEW	PE4 INTERESTING WEEKENDS: RESERVE
449	YHEARDNG	NUM	2	YESNO	PE4A Y EVER HEARD OF ARMY NATIONAL GUARD
450	YGWIDE	NUM	2	AGREEW	PE5 WIDE VARIETY OF JOBS: GUARD
451	YGPROUD	NUM	2	AGREEW	PE5 EXPERIENCE TO BE PROUD OF: GUARD
452	YGLEADER	NUM	2	AGREEW	PE5 DEVELOP LEADERSHIP SKILLS: GUARD
453	YGCIVCAR	NUM	2	AGREEW	PE5 CIVILIAN CAREER DEVELOP: GUARD
454	YGSELCON	NUM	2	AGREEW	PE5 DEVELOP SELF-CONFIDENCE: GUARD
455	YGPOTEN	NUM	2	AGREEW	PE5 DEVELOP YOUR POTENTIAL: GUARD
456	YGMENTAL	NUM	2	AGREEW	PE5 MENTALLY CHALLENGING: GUARD
457	YGMATURE	NUM	2	AGREEW	PE5 MATURE AND RESPONSIBLE: GUARD
458	YGTRAIN	NUM	2	AGREEW	PE5 TRAINING IN USEFUL SKILLS: GUARD
459	YGHIQUAL	NUM	2	AGREEW	PE5 HIGHLY TRAINED COWORKERS: GUARD
460	YGCASHED	NUM	2	AGREEW	PE5 GET MONEY FOR EDUCATION: GUARD
461	YGHOME	NUM	2	AGREEW	PE5 SERVE AMERICA IN HOMETOWN: GUARD
462	YGSERCOM	NUM	2	AGREEW	PE5 SERVE YOUR OWN COMMUNITY: GUARD
463	YGWEEKEN	NUM	2	AGREEW	PE5 INTERESTING WEEKENDS: GUARD
464	YMWIDE	NUM	2	AGREEW	PE6 WIDE VARIETY OF JOBS: NAVY
465	YMWIDE	NUM	2	AGREEW	PE6 WIDE VARIETY OF JOBS: MARINES
466	YFWIDE	NUM	2	AGREEW	PE6 WIDE VARIETY OF JOBS: AIR FORCE
467	YSWIDE	NUM	2	AGREEW	PE6 WIDE VARIETY OF JOBS: MILITARY
468	YNPHYS	NUM	2	AGREEW	PE6 PHYSICALLY CHALLENGING: NAVY
469	YNPHYS	NUM	2	AGREEW	PE6 PHYSICALLY CHALLENGING: MARINES
470	YFPHYS	NUM	2	AGREEW	PE6 PHYSICALLY CHALLENGING: AIR FORCE
471	YSPHYS	NUM	2	AGREEW	PE6 PHYSICALLY CHALLENGING: MILITARY
472	YNPROUD	NUM	2	AGREEW	PE6 EXPERIENCE TO BE PROUD OF: NAVY
473	YNPROUD	NUM	2	AGREEW	PE6 EXPERIENCE TO BE PROUD OF: MARINES
474	YFPROUD	NUM	2	AGREEW	PE6 EXPERIENCE TO BE PROUD OF: AIR FORCE
475	YSPROUD	NUM	2	AGREEW	PE6 EXPERIENCE TO BE PROUD OF: MILITARY
476	YNSTEP	NUM	2	AGREEW	PE6 STEPPING STONE TO COLLEGE: NAVY
477	YNSTEP	NUM	2	AGREEW	PE6 STEPPING STONE TO COLLEGE: MARINES
478	YFSTEP	NUM	2	AGREEW	PE6 STEPPING STONE TO COLLEGE: AIR FORCE
479	YSSTEP	NUM	2	AGREEW	PE6 STEPPING STONE TO COLLEGE: MILITARY
480	YNLEADER	NUM	2	AGREEW	PE6 DEVELOP LEADERSHIP SKILLS: NAVY
481	YNLEADER	NUM	2	AGREEW	PE6 DEVELOP LEADERSHIP SKILLS: MARINES
482	YFLEADER	NUM	2	AGREEW	PE6 DEVELOP LEADERSHIP SKILLS: AIR FORCE
483	YSLEADER	NUM	2	AGREEW	PE6 DEVELOP LEADERSHIP SKILLS: MILITARY
484	YNHITECH	NUM	2	AGREEW	PE6 USE HIGH-TECH EQUIPMENT: NAVY
485	YNHITECH	NUM	2	AGREEW	PE6 USE HIGH-TECH EQUIPMENT: MARINES
486	YFHITECH	NUM	2	AGREEW	PE6 USE HIGH-TECH EQUIPMENT: AIR FORCE

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487	YSHITECH	NUM	2	AGREEW	PE6 USE HIGH-TECH EQUIPMENT: MILITARY
488	YNCIVCAR	NUM	2	AGREEW	PE6 CIVILIAN CAREER DEVELOP: NAVY
489	YNCIVCAR	NUM	2	AGREEW	PE6 CIVILIAN CAREER DEVELOP: MARINES
490	YFCIVCAR	NUM	2	AGREEW	PE6 CIVILIAN CAREER DEVELOP: AIR FORCE
491	YSCIVCAR	NUM	2	AGREEW	PE6 CIVILIAN CAREER DEVELOP: MILITARY
492	YNSSELCON	NUM	2	AGREEW	PE6 DEVELOP SELF-CONFIDENCE: NAVY
493	YMSSELCON	NUM	2	AGREEW	PE6 DEVELOP SELF-CONFIDENCE: MARINES
494	YFSELCON	NUM	2	AGREEW	PE6 DEVELOP SELF-CONFIDENCE: AIR FORCE
495	YSSELCON	NUM	2	AGREEW	PE6 DEVELOP SELF-CONFIDENCE: MILITARY
496	YNPOTEN	NUM	2	AGREEW	PE6 DEVELOP YOUR POTENTIAL: NAVY
497	YMPOTEN	NUM	2	AGREEW	PE6 DEVELOP YOUR POTENTIAL: MARINES
498	YFPOTEN	NUM	2	AGREEW	PE6 DEVELOP YOUR POTENTIAL: AIR FORCE
499	YSPOTEN	NUM	2	AGREEW	PE6 DEVELOP YOUR POTENTIAL: MILITARY
500	YNMENTAL	NUM	2	AGREEW	PE6 MENTALLY CHALLENGING: NAVY
501	YMMENTAL	NUM	2	AGREEW	PE6 MENTALLY CHALLENGING: MARINES
502	YFMENTAL	NUM	2	AGREEW	PE6 MENTALLY CHALLENGING: AIR FORCE
503	YSMENTAL	NUM	2	AGREEW	PE6 MENTALLY CHALLENGING: MILITARY
504	YMMATURE	NUM	2	AGREEW	PE6 MATURE AND RESPONSIBLE: NAVY
505	YMMATURE	NUM	2	AGREEW	PE6 MATURE AND RESPONSIBLE: MARINES
506	YFMATURE	NUM	2	AGREEW	PE6 MATURE AND RESPONSIBLE: AIR FORCE
507	YSMATURE	NUM	2	AGREEW	PE6 MATURE AND RESPONSIBLE: MILITARY
508	YNTRAIN	NUM	2	AGREEW	PE6 TRAINING IN USEFUL SKILLS: NAVY
509	YMTRAIN	NUM	2	AGREEW	PE6 TRAINING IN USEFUL SKILLS: MARINES
510	YFTRAIN	NUM	2	AGREEW	PE6 TRAINING IN USEFUL SKILLS: AIR FORCE
511	YSTRAIN	NUM	2	AGREEW	PE6 TRAINING IN USEFUL SKILLS: MILITARY
512	YMHIGUAL	NUM	2	AGREEW	PE6 HIGHLY TRAINED COWORKERS: NAVY
513	YMHIGUAL	NUM	2	AGREEW	PE6 HIGHLY TRAINED COWORKERS: MARINES
514	YFHIGUAL	NUM	2	AGREEW	PE6 HIGHLY TRAINED COWORKERS: AIR FORCE
515	YSHIGUAL	NUM	2	AGREEW	PE6 HIGHLY TRAINED COWORKERS: MILITARY
516	YNCASHED	NUM	2	AGREEW	PE6 GET MONEY FOR EDUCATION: NAVY
517	YMCASHED	NUM	2	AGREEW	PE6 GET MONEY FOR EDUCATION: MARINES
518	YFCASHED	NUM	2	AGREEW	PE6 GET MONEY FOR EDUCATION: AIR FORCE
519	YSCASHED	NUM	2	AGREEW	PE6 GET MONEY FOR EDUCATION: MILITARY
520	YMPHYS	NUM	2	AGREEW	PE7 PHYSICALLY CHALLENGING: JOB
521	YMPROUD	NUM	2	AGREEW	PE7 EXPERIENCE TO BE PROUD OF: JOB
522	YMWSTEP	NUM	2	AGREEW	PE7 STEPPING STONE TO COLLEGE: JOB
523	YMWLEADER	NUM	2	AGREEW	PE7 DEVELOP LEADERSHIP SKILLS: JOB
524	YWHITECH	NUM	2	AGREEW	PE7 USE HIGH-TECH EQUIPMENT: JOB
525	YWCIVCAR	NUM	2	AGREEW	PE7 CIVILIAN CAREER DEVELOP: JOB
526	YMSSELCON	NUM	2	AGREEW	PE7 DEVELOP SELF-CONFIDENCE: JOB
527	YMPOTEN	NUM	2	AGREEW	PE7 DEVELOP YOUR POTENTIAL: JOB
528	YMMENTAL	NUM	2	AGREEW	PE7 MENTALLY CHALLENGING: JOB
529	YMMATURE	NUM	2	AGREEW	PE7 MATURE AND RESPONSIBLE: JOB
530	YMTRAIN	NUM	2	AGREEW	PE7 TRAINING IN USEFUL SKILLS: JOB
531	YMHIGUAL	NUM	2	AGREEW	PE7 HIGHLY TRAINED COWORKERS: JOB
532	YMCASHED	NUM	2	AGREEW	PE7 GET MONEY FOR EDUCATION: JOB
533	YCPROUD	NUM	2	AGREEW	PE8 EXPERIENCE TO BE PROUD OF: COLLEGE
534	YCLEADER	NUM	2	AGREEW	PE8 DEVELOP LEADERSHIP SKILLS: COLLEGE
535	YCCIVCAR	NUM	2	AGREEW	PE8 CIVILIAN CAREER DEVELOP: COLLEGE
536	YCSSELCON	NUM	2	AGREEW	PE8 DEVELOP SELF-CONFIDENCE: COLLEGE
537	YCPOTEN	NUM	2	AGREEW	PE8 DEVELOP YOUR POTENTIAL: COLLEGE
538	YCMMENTAL	NUM	2	AGREEW	PE8 MENTALLY CHALLENGING: COLLEGE
539	YCMATURE	NUM	2	AGREEW	PE8 MATURE AND RESPONSIBLE: COLLEGE
540	YCHIGUAL	NUM	2	AGREEW	PE8 HIGHLY TRAINED COWORKERS: COLLEGE

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541	YPEDIP	NUM	2	PROPANS	PE12 ARMY % PAST YEAR HIGH SCHOOL GRADS
542	YPEGRADE	NUM	2	PEGRADE	PE13 ARMY % PAST YEAR UPPER HALF IQ
543	YPECOL	NUM	2	PROPANS	PE14 ARMY % PAST YEAR TO FINISH COLLEGE
544	YPESIM	NUM	2	YESNO	PE15 YOUNG PEOPLE LIKE YOU JOINING ARMY
545	YHEARDRO	NUM	2	YESNO	PE15A Y EVER HEARD OF ROTC AT COLLEGE
546	YRLEADER	NUM	2	AGREEW	PE2 LEADERSHIP/MANAGEMENT TRAINING: ROTC
547	YRSELCON	NUM	2	AGREEW	PE2 DEVELOP SELF-CONFIDENCE: ROTC
548	YRELECT	NUM	2	AGREEW	PE2 COLLEGE ELECTIVE W/COURSES: ROTC
549	YROFFCOM	NUM	2	AGREEW	PE2 AN OFFICER'S COMMISSION: ROTC
550	YOWIDE	NUM	2	AGREEW	PE3 WIDE VARIETY OF JOBS: OFFICER
551	YOPROUD	NUM	2	AGREEW	PE3 EXPERIENCE TO BE PROUD OF: OFFICER
552	YOUSECOL	NUM	2	AGREEW	PE3 USE COLLEGE SKILLS: OFFICER
553	YOINNOV	NUM	2	AGREEW	PE3 INNOVATIVE/CREATIVE: OFFICER
554	YKAEARN	NUM	2	YKAEARN	KA7 EARN MONEY FOR COLLEGE IN ARMY
555	YKAEDBEN	NUM	2	YKABEN	KA1 AMOUNT OF ARMY EDUCATION BENEFITS
556	YKALLCOL	NUM	2	YKALCOL	KA2 WOULD ARMY PAY FOR ENTIRE COLLEGE ED
557	YKASAME	NUM	2	YKASAME	KA3 COMPAR ARMY EDUC BEN TO OTH BRANCHES
558	RANDKAY	NUM	2	RANDKAY	KA4 RANDOMIZE FIRST BRANCH FOR GI BILL
559	YKAGIAR	NUM	2	YKAGIAR	KA4 DOES THE ARMY OFFER THE GI BILL
560	YKAGIAF	NUM	2	YKAGIAF	KA4 DOES THE AIR FORCE OFFER THE GI BILL
561	YKAGINA	NUM	2	YKAGINA	KA4 DOES THE NAVY OFFER THE GI BILL
562	YKAGIMA	NUM	2	YKAGIMA	KA4 DOES MARINE CORPS OFFER THE GI BILL
563	YKAYEARS	NUM	2		KA5 MINIMUM ARMY ENLISTMENT
564	YKADEP	NUM	2	YKADEP	KA6 CAN Y JOIN ARMY DEP & ENTER YR LATER
565	YKARGJUN	NUM	2	YKAJOIN	KA8 CAN HS JRS AGE 17 JOIN RESERVE/GUARD
566	YKARGHS	NUM	2	YKARGHS	KA9 CAN ONLY HS GRADS JOIN RESERVE/GUARD
567	YKAWARD	NUM	2	YKAWARD	KA10 WHO SPONSORS SCHOLAR-ATHLETE AWARD
568	YKARGCOL	NUM	2	YKACOL	KA11 EARN COLLEGE MONEY IN RESERVE/GUARD
569	YKARGGI	NUM	2	YKARGGI	KA12 MAX GI BILL AMOUNT IN RESERVE/GUARD
570	YDMARITL	NUM	2	MARSTAT	DE6 CURRENT MARITAL STATUS
571	YDSAMEHH	NUM	2	YESNO	DE14 DOES YOUTH LIVE WITH PARENTS
572	YDPARENT	NUM	2	PARENTS	DE15 WHICH PARENT YOUTH LIVES WITH
573	YDWAGE	NUM	2	EARNER	DE16 PRINCIPAL WAGE EARNER IN HOUSEHOLD
574	YDEDDAD	NUM	2	EDLEVEL	DE19 FATHER'S HIGHEST LEVEL OF EDUCATION
575	YDDADLFS	NUM	2	PARNDO	DE20 FATHER'S JOB STATUS
576	YDDADBR	NUM	2	BRANCH	DE21 MILITARY BRANCH FATHER IN
577	YDEDMMH	NUM	2	EDLEVEL	DE26 MOTHER'S HIGHEST LEVEL OF EDUCATION
578	YDMOHLFS	NUM	2	PARNDO	DE27 MOTHER'S JOB STATUS
579	YDOWNREL	NUM	2	RELAT	DE17 HOUSEHOLD HEAD'S RELATIONSHIP TO Y
580	YDOWNOS	CHAR	30	%CHAR	DE17 OTHER SPECIFY FOR HEAD OF HOUSEHOLD
581	YDEDOTH	NUM	2	EDLEVEL	DE19A HEAD'S HIGHEST LEVEL OF EDUCATION
582	YDROTCEV	NUM	2	YESNO	DE36 DID YOUTH PARTICIPATE IN ROTC
583	YDROTCJS	NUM	2	JRSR	DE37 WAS PARTICIPATION IN ROTC JR OR SR
584	YDROTCBR	NUM	2	ROTC TYP	DE38 ROTC BRANCH OF PARTICIPATION
585	YDCOUNTY	CHAR	30	%CHAR	DE39 NAME OF COUNTY YOUTH LIVES IN
586	YDCITY	CHAR	20	%CHAR	DE40 NAME OF CITY YOUTH LIVES IN
587	YDZIP	CHAR	5	%CHAR	DE41 ZIP CODE YOUTH LIVES IN
588	YDSSN	CHAR	9	%SSNFMT	DE42 SOCIAL SECURITY NUMBER (STATUS)
589	YPARIMP	NUM	2	YPARIMP	PL2 IMPORTANCE OF PARENTAL ADVICE
590	EE3CHK	NUM	2	CCHECK	CONST CHECK: LAST DATE IN SCHOOL VS. NOW
591	REPL1	NUM	8		REPLICATE WEIGHT 1
592	REPL2	NUM	8		REPLICATE WEIGHT 2
593	REPL3	NUM	8		REPLICATE WEIGHT 3
594	REPL4	NUM	8		REPLICATE WEIGHT 4

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595	REPL5	NUM	8		REPLICATE WEIGHT 5
596	REPL6	NUM	8		REPLICATE WEIGHT 6
597	REPL7	NUM	8		REPLICATE WEIGHT 7
598	REPL8	NUM	8		REPLICATE WEIGHT 8
599	REPL9	NUM	8		REPLICATE WEIGHT 9
600	REPL10	NUM	8		REPLICATE WEIGHT 10
601	REPL11	NUM	8		REPLICATE WEIGHT 11
602	REPL12	NUM	8		REPLICATE WEIGHT 12
603	REPL13	NUM	8		REPLICATE WEIGHT 13
604	REPL14	NUM	8		REPLICATE WEIGHT 14
605	REPL15	NUM	8		REPLICATE WEIGHT 15
606	REPL16	NUM	8		REPLICATE WEIGHT 16
607	REPL17	NUM	8		REPLICATE WEIGHT 17
608	REPL18	NUM	8		REPLICATE WEIGHT 18
609	REPL19	NUM	8		REPLICATE WEIGHT 19
610	REPL20	NUM	8		REPLICATE WEIGHT 20
611	REPL21	NUM	8		REPLICATE WEIGHT 21
612	REPL22	NUM	8		REPLICATE WEIGHT 22
613	REPL23	NUM	8		REPLICATE WEIGHT 23
614	REPL24	NUM	8		REPLICATE WEIGHT 24
615	REPL25	NUM	8		REPLICATE WEIGHT 25
616	REPL26	NUM	8		REPLICATE WEIGHT 26
617	REPL27	NUM	8		REPLICATE WEIGHT 27
618	REPL28	NUM	8		REPLICATE WEIGHT 28
619	REPL29	NUM	8		REPLICATE WEIGHT 29
620	REPL30	NUM	8		REPLICATE WEIGHT 30
621	REPL31	NUM	8		REPLICATE WEIGHT 31
622	REPL32	NUM	8		REPLICATE WEIGHT 32
623	REPL33	NUM	8		REPLICATE WEIGHT 33
624	REPL34	NUM	8		REPLICATE WEIGHT 34
625	REPL35	NUM	8		REPLICATE WEIGHT 35
626	REPL36	NUM	8		REPLICATE WEIGHT 36
627	REPL37	NUM	8		REPLICATE WEIGHT 37
628	REPL38	NUM	8		REPLICATE WEIGHT 38
629	REPL39	NUM	8		REPLICATE WEIGHT 39
630	REPL40	NUM	8		REPLICATE WEIGHT 40
631	REPL41	NUM	8		REPLICATE WEIGHT 41
632	REPL42	NUM	8		REPLICATE WEIGHT 42
633	REPL43	NUM	8		REPLICATE WEIGHT 43
634	REPL44	NUM	8		REPLICATE WEIGHT 44
635	REPL45	NUM	8		REPLICATE WEIGHT 45
636	REPL46	NUM	8		REPLICATE WEIGHT 46
637	REPL47	NUM	8		REPLICATE WEIGHT 47
638	REPL48	NUM	8		REPLICATE WEIGHT 48
639	REPL49	NUM	8		REPLICATE WEIGHT 49
640	REPL50	NUM	8		REPLICATE WEIGHT 50
641	REPL51	NUM	8		REPLICATE WEIGHT 51
642	REPL52	NUM	8		REPLICATE WEIGHT 52
643	REPL53	NUM	8		REPLICATE WEIGHT 53
644	REPL54	NUM	8		REPLICATE WEIGHT 54
645	REPL55	NUM	8		REPLICATE WEIGHT 55
646	REPL56	NUM	8		REPLICATE WEIGHT 56
647	REPL57	NUM	8		REPLICATE WEIGHT 57
648	REPL58	NUM	8		REPLICATE WEIGHT 58

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649	REPL59	NUM	8		REPLICATE WEIGHT 59
650	REPL60	NUM	8		REPLICATE WEIGHT 60
651	REPL61	NUM	8		REPLICATE WEIGHT 61
652	REPL62	NUM	8		REPLICATE WEIGHT 62
653	REPL63	NUM	8		REPLICATE WEIGHT 63
654	REPL64	NUM	8		REPLICATE WEIGHT 64
655	REPL65	NUM	8		REPLICATE WEIGHT 65
656	REPL66	NUM	8		REPLICATE WEIGHT 66
657	REPL67	NUM	8		REPLICATE WEIGHT 67
658	REPL68	NUM	8		REPLICATE WEIGHT 68
659	YIAD12AR	NUM	2	YIADF	UNAIDED + AIDED RECALL ACTIVE ARMY ADS
660	YIAD12RO	NUM	2	YIADF	UNAIDED + AIDED RECALL ARMY ROTC ADS
661	YIAD12NG	NUM	2	YIADF	UNAIDED + AIDED RECALL ARMY NATL GUARD
662	YIAD12RV	NUM	2	YIADF	UNAIDED + AIDED RECALL ARMY RESERVE ADS
663	YIAD12AF	NUM	2	YIADF	UNAIDED + AIDED RECALL AIR FORCE ADS
664	YIAD12NA	NUM	2	YIADF	UNAIDED + AIDED RECALL NAVY ADS
665	YIAD12MC	NUM	2	YIADF	UNAIDED + AIDED RECALL MARINE CORPS ADS
666	YIAD12CG	NUM	2	YIADF	UNAIDED + AIDED RECALL COAST GUARD ADS
667	YIAD12AL	NUM	2	YIADF	UNAIDED + AIDED RECALL JRAP ADS
668	YIKAEARN	NUM	2	YIKAF	KNOW: EARN MONEY FOR COLLEGE IN ARMY
669	YIKAEDBN	NUM	2	YIKAF	KNOW: AMOUNT OF ARMY EDUCATION BENEFITS
670	YIKASAME	NUM	2	YIKAF	KNOW: COMPAR ARMY ED BEN TO OTH BRANCHES
671	YIKAGIAR	NUM	2	YIKAF	KNOW: DOES THE ARMY OFFER THE GI BILL
672	YIKAGIAF	NUM	2	YIKAF	KNOW: DOES THE AIR FORCE OFFER GI BILL
673	YIKAGINA	NUM	2	YIKAF	KNOW: DOES THE NAVY OFFER THE GI BILL
674	YIKAGIMA	NUM	2	YIKAF	KNOW: DOES MARINE CORPS OFFER GI BILL
675	YIKAYRS	NUM	2	YIKAF	KNOW: MINIMUM ARMY ENLISTMENT
676	YIKADEP	NUM	2	YIKAF	KNOW: CAN Y JOIN ARMY DEP, ENTER YR LATR
677	YIKARGJN	NUM	2	YIKAF	KNOW: CAN HS JRS AGE 17 JOIN RESERVE/NG
678	YIKARGHS	NUM	2	YIKAF	KNOW: CAN ONLY HS GRADS JOIN RESERVE/NG
679	YIKAWARD	NUM	2	YIKAF	KNOW: WHO SPONSORS SCHOLAR-ATHLETE AWARD
680	YIKARGCL	NUM	2	YIKAF	KNOW: EARN COLLEGE MONEY IN RESERVE/NG
681	YIKARGGI	NUM	2	YIKAF	KNOW: MAX GI BILL AMOUNT IN RESERVE/NG
682	YIPRUNAC	NUM	2	YIPRF	UNAIDED INTENTION TO JOIN ACTIVE ARMY
683	YIPRAIAC	NUM	2	YIPRF	AIDED INTENTION TO JOIN ACTIVE ARMY
684	YIPRUNRV	NUM	2	YIPRF	UNAIDED INTENTION TO JOIN ARMY RESERVE
685	YIPRAIRV	NUM	2	YIPRF	AIDED INTENTION TO JOIN ARMY RESERVE
686	YIPRUNNG	NUM	2	YIPRF	UNAIDED INTENT TO JOIN ARMY NATL GUARD
687	YIPRAING	NUM	2	YIPRF	AIDED INTENTION TO JOIN ARMY NATL GUARD
688	YIPRAIRO	NUM	2	YIPRF	AIDED INTENTION TO JOIN ARMY ROTC
689	YIPRUNGI	NUM	2	YIPRF	UNAIDED GENERAL INTENTION TO JOIN ARMY
690	YIPRAIGI	NUM	2	YIPRF	AIDED GENERAL INTENTION TO JOIN ARMY
691	MARKFLG	NUM	2	MARKFLGF	RECRUITING MARKET FLAG
692	PFASFLG	NUM	2	PFASFLGF	PRIMARY FEMALE ANALYTIC SAMPLE FLAG
693	ADULTTOT	NUM	2		SCS HOW MANY OLDER THAN 24
694	EEDENYRJ	NUM	2	EEDENYRJ	SC17A IS Y IN 1ST OR 2ND YR OF JR COLLEGE
695	YEDENYRJ	NUM	2	EEDENYRJ	EE6C IS Y IN 1ST OR 2ND YR OF JR COLLEGE
696	YIWIIDE	NUM	2	RANGIMP	IA IMP OF OPPORT TO FIND A JOB
697	YISERPAR	NUM	2	RANGIMP	IA IMP OF WORKING PART-TIME
698	RANDPEYO	NUM	2	RANORDER	WHICH PE REFERENT IS FIRST ON SCREEN
699	RANDPEYA	NUM	2	RANDPEYA	PEY1.4.5 RANDOM START: ARMY & ARV/ANG
700	RANDPEYB	NUM	2	RANDIPE	PEY1.6 RANDOM START: ARMY & AF/MC/NA/ALL
701	RANDPEYC	NUM	2	RANDIPE	PEY1.7 RANDOM START: ARMY & WORK FORCE
702	RANDPEYD	NUM	2	RANDIPE	PEY1.8 RANDOM START: ARMY & COLLEGE

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ORDER	VARIABLE	TYPE	LEN	FORMAT	LABEL
703	YVSERPAR	NUM	2	AGREEW	PE4 PART-TIME WORK: RESERVE
704	YGSERPAR	NUM	2	AGREEW	PE5 PART-TIME WORK: GUARD
705	YDSAMEPA	NUM	2	YDSAMEPA	DE14 DOES YOUTH LIVE WITH DAD/STEP-DAD
706	YDSAMEMA	NUM	2	YDSAMEMA	DE14A DOES YOUTH LIVE WITH MOM/STEP-MOM
707	YPARDEC	NUM	2	YPARDEC	PL1A INTERVIEW PARENT OR STEP-PARENT
708	EEDENSUM	NUM	2	EDSUM	SC14A SCHOOL Y ENROLLED IN MAY-SEPT
709	EEDENOTH	NUM	2	YESNO	SC14B IS/WAS YOUTH ENROLLED APRIL/OCTOBE
710	EEDCGRAD	NUM	2	YESNO	SC13C IS YOUTH A COLLEGE GRADUATE
711	RRACE	NUM	2	RACE	REASK: YOUTH'S RACE
712	RHISP	NUM	2	YESNO	REASK: IS YOUTH OF HISPANIC BACKGROUND
713	RDOBDD	NUM	2		REASK: YOUTH DATE OF BIRTH, DAY
714	RDOBMM	NUM	2	DOBMMTH	REASK: YOUTH DATE OF BIRTH, MONTH
715	RDOBY	NUM	2		REASK: YOUTH DATE OF BIRTH, YEAR
716	RAGE	NUM	3		REASK: AGE OF YOUTH
717	RMILACT	NUM	2	YESNO	REASK Y EVER IN ACTIVE MILITARY SERVICE
718	RMILWAIT	NUM	2	YESNO	REASK: Y WAITING TO GO ON ACTIVE DUTY
719	RMILSERV	NUM	2	YESNO	REASK: IS YOUTH PRESENTLY IN MILITARY
720	RLIVADDR	NUM	2	YESNO	REASK: DOES YOUTH LIVE AT THIS ADDRESS
721	RLIVDORN	NUM	2	YESNO	REASK: DOES Y LIVE IN STUDENT HOUSING
722	YEDENSUM	NUM	2	EDSUM	EE4A SCHOOL Y ENROLLED IN MAY-SEPT
723	YEDENOTH	NUM	2	YESNO	EE4B IS/WAS YOUTH ENROLLED APRIL/OCTOBER
724	YEDCGRAD	NUM	2	YESNO	EE1A IS YOUTH A COLLEGE GRADUATE
725	YBATEEVR	NUM	2	YESNO	BE12A Y EVER TAKE TEST FOR ARMY
726	YBCTEEVR	NUM	2	YESNO	BE21A Y EVER TAKE COLLEGE ADM TEST
727	YBCAPEVR	NUM	2	YESNO	BE24A Y EVER SUBMIT COLLEGE APPL
728	SCHOLGRP	NUM	2	SGFMT	ACADEMIC STATUS (FOR QUALITY INDEX)
729	HIWGT	NUM	8		ESTIMATED PROB. AFQT CAT. I-III
730	LOWGT	NUM	8		ESTIMATED PROB. AFQT CAT. IIIB-V
731	YOUTOT16	NUM	2		SC5 HOW MANY YOUTHS AGED 16 TO 24 IN HH
732	MALTOT16	NUM	2		SC7 HOW MANY MALES AGED 16 TO 24
733	FEMTOT16	NUM	2		SC7A HOW MANY FEMALES AGED 16 TO 24
734	FMAIT16	NUM	2		TOTAL MALES AGED 16 TO 24 FINAL
735	FFEMT16	NUM	2		TOTAL FEMALES AGED 16 TO 24 FINAL
736	ENUMT16	NUM	2		TOTAL YOUTH AGED 16 TO 24 FINAL
737	ERAGE16	NUM	2	YESNO	SC7B IS RESPONDENT AGED 16 TO 24
738	HEADEDUC	NUM	2	PAREduc	HEAD OF HH EDUC FOR POST-STRATIFICATION
739	IMPEDUC	NUM	2	PAREduc	IMPUTED HEAD OF HH EDUCATION
740	YTVSH6	NUM	2	YESNO	HH13 DOES Y WATCH TOUR OF DUTY
741	WGHTSIPL	NUM	8		WEIGHT FOR SI,PL MODULES
742	SIREPL1	NUM	8		REPLICATE WEIGHT 1 FOR SI,PL MODULES
743	SIREPL2	NUM	8		REPLICATE WEIGHT 2 FOR SI,PL MODULES
744	SIREPL3	NUM	8		REPLICATE WEIGHT 3 FOR SI,PL MODULES
745	SIREPL4	NUM	8		REPLICATE WEIGHT 4 FOR SI,PL MODULES
746	SIREPL5	NUM	8		REPLICATE WEIGHT 5 FOR SI,PL MODULES
747	SIREPL6	NUM	8		REPLICATE WEIGHT 6 FOR SI,PL MODULES
748	SIREPL7	NUM	8		REPLICATE WEIGHT 7 FOR SI,PL MODULES
749	SIREPL8	NUM	8		REPLICATE WEIGHT 8 FOR SI,PL MODULES
750	SIREPL9	NUM	8		REPLICATE WEIGHT 9 FOR SI,PL MODULES
751	SIREPL10	NUM	8		REPLICATE WEIGHT 10 FOR SI,PL MODULES
752	SIREPL11	NUM	8		REPLICATE WEIGHT 11 FOR SI,PL MODULES
753	SIREPL12	NUM	8		REPLICATE WEIGHT 12 FOR SI,PL MODULES
754	SIREPL13	NUM	8		REPLICATE WEIGHT 13 FOR SI,PL MODULES
755	SIREPL14	NUM	8		REPLICATE WEIGHT 14 FOR SI,PL MODULES
756	SIREPL15	NUM	8		REPLICATE WEIGHT 15 FOR SI,PL MODULES

ACOMS YUTHMAIN VARIABLE LIST FOR OCTOBER 86 TO DECEMBER 87  
FINAL PERMANENT DOCUMENTATION

ORDER	VARIABLE	TYPE	LEN	FORMAT	LABEL
757	SIREPL16	NUM	8		REPLICATE WEIGHT 16 FOR SI,PL MODULES
758	SIREPL17	NUM	8		REPLICATE WEIGHT 17 FOR SI,PL MODULES
759	SIREPL18	NUM	8		REPLICATE WEIGHT 18 FOR SI,PL MODULES
760	SIREPL19	NUM	8		REPLICATE WEIGHT 19 FOR SI,PL MODULES
761	SIREPL20	NUM	8		REPLICATE WEIGHT 20 FOR SI,PL MODULES
762	SIREPL21	NUM	8		REPLICATE WEIGHT 21 FOR SI,PL MODULES
763	SIREPL22	NUM	8		REPLICATE WEIGHT 22 FOR SI,PL MODULES
764	SIREPL23	NUM	8		REPLICATE WEIGHT 23 FOR SI,PL MODULES
765	SIREPL24	NUM	8		REPLICATE WEIGHT 24 FOR SI,PL MODULES
766	SIREPL25	NUM	8		REPLICATE WEIGHT 25 FOR SI,PL MODULES
767	SIREPL26	NUM	8		REPLICATE WEIGHT 26 FOR SI,PL MODULES
768	SIREPL27	NUM	8		REPLICATE WEIGHT 27 FOR SI,PL MODULES
769	SIREPL28	NUM	8		REPLICATE WEIGHT 28 FOR SI,PL MODULES
770	SIREPL29	NUM	8		REPLICATE WEIGHT 29 FOR SI,PL MODULES
771	SIREPL30	NUM	8		REPLICATE WEIGHT 30 FOR SI,PL MODULES
772	SIREPL31	NUM	8		REPLICATE WEIGHT 31 FOR SI,PL MODULES
773	SIREPL32	NUM	8		REPLICATE WEIGHT 32 FOR SI,PL MODULES

## APPENDIX B. ANNOTATED QUESTIONNAIRE CONTENTS AND CONVENTIONS

The Annotated Questionnaire provides supplementary information for each item included in the Spring '87 instrument for the Army Communications Objectives Measurement System (ACOMS) survey. The Annotated Questionnaire is intended to be the primary reference document for use during planning and execution and interpretation of the analysis. The Annotated Questionnaire is composed of the questionnaire instruments on the right side of the page, and the annotation information on the left side of the page.

### The Questionnaires

The questionnaire instruments provide: (a) specific question wording used in the interviews, and (b) information regarding the flow and control of the instruments administered to respondents. Questionnaire wording includes screen name, complete question text, optional text, word choices, response categories and response codes. Information regarding the flow of the interview includes skip pattern information, and consistency checks. Figure B-1 is an example page of the questionnaire, with a table of key features. Since the questionnaire formats used in a Computer Assisted Telephone Interview (CATI) context differ somewhat from those used in traditional self-administered or paper and pencil telephone surveys, a description of the questionnaire presentation follows.

#### Screen Name

(Figure B-1, #1) The screen name corresponds to the screen name in the CATI programming and is composed of the two character prefix referring to the questionnaire module and an order number. The order of presentation of screens in the Annotated Questionnaire corresponds to the order of presentation during the interview. Question numbers are not always sequential.

Occasionally the screen name also contains a suffix, for example, "EE-6A." The "A" suffix indicates that the item was inserted after "EE-6." A "VER" following the order number in the screen name (for example, "EE-1VER") indicates that the screen verifies information obtained or calculated during the interview.

#### Question Text

(Figure B-1, #2, #6) Each item in the questionnaire contains the complete question wording. The presentation of the question items follows a number of conventions:

- (1) Text with normal capitalization is read to the respondent.



ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Behaviors

BE-16. In the past six months, have you given any thought to going to college?

YES ..... 1 (BE-17)  
NO ..... 2 (CATI CHECK #BE4)  
REFUSED ..... -7 (BE-17)  
DON'T KNOW ..... -8 (BE-17)

①  
↓

BE-17. In the past six months, have you talked to anyone about going to college?

YES ..... 1 (BE-18)  
NO ..... 2 (BE-21)  
REFUSED ..... -7 (BE-21)  
DON'T KNOW ..... -8 (BE-21)

→ ③

②

⑤

BE-18. With whom have you talked?

④

[RECORD ALL THAT APPLY. ENTER CTRL/P TO EXIT.]

FRIENDS ..... 01  
MOTHER ..... 02  
FATHER ..... 03  
A BROTHER OR SISTER ..... 04  
SOME OTHER RELATIVE ..... 05  
BOY/GIRL FRIEND OR SPOUSE ..... 06  
A TEACHER ..... 07  
A COUNSELOR AT SCHOOL ..... 08  
A RECRUITER ..... 09  
CO-WORKER ..... 10  
EMPLOYER ..... 11  
OTHERS ..... 12  
REFUSED ..... -7  
DON'T KNOW ..... -8

⑥

- ① Screen name
- ② Question text
- ③ Response categories
- ④ Response codes
- ⑤ Skip patterns
- ⑥ Message to interviewer

Figure B-1. Example of ACOMS questionnaire page.

- (2) Text in all caps within brackets is a message to the interviewer, not to be read to the respondent.
- (3) Normal text within brackets indicates optional wording to be read to the respondent at the discretion of the interviewer.
- (4) Text within brackets separated by a slash (/) indicates a CATI-programmed word choice.

The question text often includes CATI programmed word choices. Word choices alter the text of the question by displaying different text within a question item. During the interview, the CATI System selects the appropriate wording according to respondent characteristics or previous responses.

Word choices can be used to tailor the question to the respondent. For example, the question "Does (he/she) have a high school diploma" would be displayed "Does he" if the question refers to a male, and "Does she" if the question refers to a female.

Word choices can also be used to create variations for a basic question, thus altering the meaning of the question itself. For example, the CATI system randomly selects from Navy, Air Force, Marines, etc. to display the result where (SERVICE) appears in the following question, "What was the main message you got from (SERVICE) advertising?".

#### Response Categories and Codes

(Figure B-1, #3, #4) Response categories and codes follow the question text. Response categories presented in normal text are always read to the respondent, while those in all caps are read to the respondent only after several probe attempts have failed to elicit a valid response from the respondent. The numbers to the right of the response categories are the numeric codes entered by the interviewers.

#### Skip Patterns

(Figure B-1, #5) Another way in which the CATI technology allows for more respondent-tailored interviews than traditional interviewing technologies is through skip patterns. For many questions in the ACOMS interviews, certain responses lead to a specified set of followup questions and to skipping other sets of questions.

Skip patterns appear directly to the right of the response category on which the subsequent skips are based. Skip pattern information is composed of the screen name of the next screen administered to the respondent if that response is chosen. For example, if the respondent answers "yes" to "...have you talked to anyone about going to college" then the next question asked will be, "With whom have you

talked?". With any other answer, the respondent would be asked, "Have you ever taken any college admissions test...?".

### CATI Checks

(Figure B-2) CATI checks steer the flow of the interview based upon answers to previous questions, or predetermined selection criteria. Like skip patterns, CATI checks control the flow of the interview. However, CATI checks can be used anywhere in the interview to check logical relationships among previously collected information while skip patterns are bound to the response category where they appear. A CATI check is composed of a statement or question followed by corresponding logical statements. The interview is then controlled based upon the CATI system's answer to the "question."

Figure B-2 is an example of a CATI check. CATI Check #AT1 checks the values entered from a previous module to steer the next series of questions. If the respondent had recalled hearing or seeing Army advertising, then he received questions about his opinions about army advertising. Otherwise, the section was skipped.

### The Annotation

Annotation information not usually incorporated with questionnaire documentation is provided to facilitate the planning of specific analyses. The Annotated Questionnaire allows the analyst to read a question item as it appears during the interview, and, using annotation information, determine the variable name, the range of valid responses, and the subpopulation receiving that question, without referring to multiple documents. The annotation contains screen name, order number, all variables associated with that item, the variables' valid ranges, and a description of the subpopulation receiving that item.

Figure B-3 is an example page of annotation, with a table of key features.

### Screen Name

(Figure B-3, #1) The screen name corresponds to the screen name found in the questionnaire and the CATI programming. Again, the order corresponds to the order of administration.

### Order Number

(Figure B-3, #2) The order number indicates the position of the variable in the ACOMS data files. The variables in the tabulations appear in the same order, and the order number appears as part of the title on each page. Note, however, that not all variables on the data files appear in the tabulations.

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Attitudes Toward Army Ads

```

CATI CHECK #AT1: DID RESPONDENT RECALL SEEING OR HEARING
ARMY ADS?
[KR-1 = 2 OR KR-6 = 1]

YES ..... 1 (AT-1)
NO ..... 2 (SLOGAN MODULE)
  
```

AT-1. Use a scale of "1" to "5" where "1" means you do not like the advertising and "5" means you like the advertising very much.

Overall, how much do you like the Army ads you have seen or heard over the past year?

DO NOT LIKE .....	1
SOMEWHAT DISLIKE .....	2
NEUTRAL .....	3
LIKE SOMEWHAT .....	4
LIKE VERY MUCH .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

AT-2. Use a scale of "1" to "5" where "1" means you do not believe what the ads say and "5" means you believe what the ads say.

How much do you believe what the ads say?

DO NOT BELIEVE .....	1
SOMEWHAT DISBELIEVE .....	2
NEUTRAL .....	3
BELIEVE SOMEWHAT .....	4
STRONGLY BELIEVE .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

[GO TO SLOGAN RECOGNITION MODULE]

Figure B-2. Example of CATI checks in the ACOMS survey.

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Behaviors

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↓

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Screen Name: BE-16  
 Variables: Ranges: Order #: ← ②  
 YBCTHOT 1,2,-7,-8 205  
 Sub-Population: Screener respondents not currently enrolled  
 in college and youth, who were not screener  
 respondents, who are not currently enrolled  
 in college or were not last enrolled  
 in college  
 [YUTHNUM EQ 01 AND EEDENTYP (SC-15) NE 8,9] OR  
 [YUTHNUM NE 01 AND YEDSIND (EE-6) NE 8,9]

---

Screen Name: BE-17  
 Variables: Ranges: Order #:  
 YBCTALK 1,2,-7,-8 206  
 Sub-Population: Youth who have thought of going to college  
 [YBCTHOT (BE-16) EQ 1,-7,-8]

---

Screen Name: BE-18  
 Variables: Ranges: Order #:  
 YBCFREN 1,2,-7,-8 207  
 YBCMOM 1,2,-7,-8 208  
 YBCDAD 1,2,-7,-8 209  
 YBCSIB 1,2,-7,-8 210  
 YBCREL 1,2,-7,-8 211  
 YBCSPOU 1,2,-7,-8 212  
 YBCTEAC 1,2,-7,-8 213  
 YBCCOUN 1,2,-7,-8 214  
 YBCREC 1,2,-7,-8 215  
 YBCCOW 1,2,-7,-8 216  
 YBCBOSS 1,2,-7,-8 217  
 YBCOTH 1,2,-7,-8 218  
 Sub-Population: Youth who have talked to someone about going  
 to college  
 [YBCTALK (BE-17) EQ 1]

↑  
⑤

← ③

← ④

① Screen name  
 ② Order number  
 ③ Variables  
 ④ Ranges  
 ⑤ Sub-Population

Figure B-3. Example of annotation page in the ACOMS survey.

### Variable Names

(Figure B-3, #3) The variable names correspond to the variable names which appear in the data files. The variable name begins with a single letter which corresponds to the type of respondent. Variable names beginning with the letter "Y" indicate youth respondents while the letter "P" indicates parental respondents. The remainder of the variable name represents the essence of the variable's contents. For example, the variable "YTVWATCH" contains a code for whether or not the youth watches TV.

Many questions contain more than one variable. Questionnaire items which could elicit more than one valid response require more than one variable. For example, BE-18 asks "With whom have you talked?". One variable is required for each person with whom the youth might have spoken. This situation is analogous to the "Mark all that apply" question found in paper and pencil surveys. All variables corresponding to a particular screen are listed in the annotation.

### Valid Ranges

(Figure B-3, #4) Valid ranges encompass all possible responses for a particular variable. With few exceptions, variables coded from survey responses always include "refused" and "don't know" as valid responses, although these response options are never read to the respondent.

### Subpopulation

(Figure B-3, #5) Because of the complex instrument structure that includes rotating modules, skip patterns, and other programmed means of question allocation to respondents, many questions in the ACOMS surveys are asked only of a subsection of the respondent population. During analyses, the subpopulation that receives a particular question determines the types of analyses that can be performed as well as the interpretation of the results. The subpopulation descriptions facilitate analyses by summarizing all skip pattern and interview flow information into one statement describing all respondents for a variable or set of variables.

Subpopulation descriptions are composed of a text description of the respondents, and a pseudocode representation of the respondents. The text description uses terms found within the question items which define the respondent population.

The pseudocode enclosed in brackets is composed of:

- (1) The variable name(s) of the defining variable(s);

- (2) The screen name of the screen from which the defining variable was coded;
- (3) The logical operator(s); and
- (4) The defining values of the variables.

The logical operators used within the pseudocode are:

- (1) EQ equal
- (2) NE not equal
- (3) GT greater than,
- (4) LT less than,
- (5) AND and (both conditions must be met for the respondent to be included in the subpopulation)
- (6) OR or (either condition must be met for the respondent to be included in the subpopulation).

Figure B-3 is an example of a subpopulation description. BE-17 will be asked if the youth is not currently enrolled in college, and the youth has thought about going to college. The pseudocode indicates that these conditions will be met if the variable YBCTHOT from screen BE-16 is equal to 1, -7, or -8. (Values separated by commas imply an OR condition.)

#### Change Code

(Figure B-4) Change codes are included to alert the analyst to changes made during the analytic year since any changes in the questionnaire item could have an impact upon analytic interpretations. The change codes correspond to these types of changes:

- (1) W - Wording
- (2) R - Response Codes
- (3) P - Position Within the Questionnaire
- (4) S - Subpopulation
- (5) A - Addition
- (6) L - Location

ACOMS Annotated Questionnaire  
Quarter 81-3 (Apr, May, & June 87)  
Module: Household Screener

-----  
Screen Name: SC-17  
Variables: Ranges: Order #: Change Code:  
EEDENYRC 1-5,-7,-8 110 (87-3) W  
Sub-Population: Youth of eligible age who are/were in April/  
will be in October enrolled in college  
[EEDENTYP (SC-15) EQ 9]  
-----

-----  
Screen Name: SC-17A  
Variables: Ranges: Order #: Change Code:  
EEDENYRJ 1, 2,-7,-8 694 (87-2) A  
Sub-Population: Youth of eligible age who are/were in April/  
will be in October enrolled in a two-year  
junior or community college  
[EEDENTYP (SC-15) EQ 8]  
-----

-----  
Screen Name: SC-13B  
Variables: Ranges: Order #:  
EEDCOVER 1,2,-7,-8 111  
Sub-Population: Youth of eligible age who are/were in April/  
will be in October enrolled in a regular  
high school or college  
[EEDENYRH (SC-16) EQ 9,10,11,12] OR  
[EEDENYRC (SC-17) EQ 1,2,3,4,5] OR  
[EEDENYRJ (SC-17A) EQ 1,2]  
-----

Figure B-4. Example of change codes in the ACOMS survey.



ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May & June 87)  
Module: Household Screener

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Household Screener

-----  
Screen Name: SC-1 Change Code:  
Variables: Ranges: Order #: (87-2) W  
PHONVER 1,2,3 70 (87-3) W  
Sub-Population: All phone numbers called  
-----

-----  
Screen Name: SC-2  
Variables: Ranges: Order #:  
PHONUUSE 1,2,3,-7,-8 71  
Sub-Population: All correct phone numbers  
[PHONVER (SC-1) EQ 1]  
-----

-----  
Screen Name: SC-3  
Variables: Ranges: Order #:  
PHONLOC 1,2,3,-7,-8 72  
Sub-Population: Correct phone numbers used for both home  
and business  
[PHONUUSE (SC-2) EQ 2]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May & June 87)  
 Module: Household Screener

SC-1. Hello, this is (YOUR NAME).  
 I am calling from Westat, a research firm near Washington, D.C.  
 We are conducting a survey for the United States Government about  
 people's plans for the future and their reaction to  
 Armed Forces advertisting.

First, I'd like to make sure I've dialed correctly. Is this  
 area code (AREA CODE AND NUMBER)?

[ASK TO SPEAK WITH ADULT HOUSEHOLD MEMBER IF PERSON ANSWERING  
 TELEPHONE SOUNDS LIKE A YOUTH.]

YES ..... 1 (SC-2)  
 NO ..... 2 (TERM1, MAX OF 2 CALLS)  
 GO TO RESULT ..... 3

SC-2. We are calling a random sample of telephone numbers  
 in connection with this study, and we need to know  
 what type of number this is.

Is this phone number for...

home use, ..... 1 (SC-4D)  
 business and home use, or. 2 (SC-3)  
 business use only? ..... 3 (TERM346, CODE NON-  
 RESIDENTIAL)  
 REFUSED ..... -7 (TERM2, CODE INITIAL  
 REFUSAL)  
 DON'T KNOW ..... -8 (SCKNOW)

SC-3. Is this phone located in a home or in a business?

HOME ..... 1 (SC-4D)  
 BOTH ..... 2 (SC-4D)  
 BUSINESS ..... 3 (TERM346, CODE NON-  
 RESIDENTIAL)  
 REFUSED ..... -7 (TERM2, CODE INITIAL REFUSAL)  
 DON'T KNOW ..... -8 (SCKNOW)

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Household Screener

-----  
Screen Name: SC-4D  
Variables: Ranges: Order #:  
RESPINHH 1,2,-7,-8 73  
Sub-Population: Correct phone numbers for home or both home  
and business use  
[PHONUSE (SC-2) EQ 1] OR  
[PHONLOC (SC-3) EQ 1,2]  
-----

-----  
Screen Name: SC-5  
Variables: Ranges: Order #: Change Code:  
ADULTTOT 1-10,-7,-8 693 (87-2) A, W  
YOUTHTOT 1-10,-7,-8 74 (87-3) W  
Sub-Population: Correct phone numbers with household  
member on the line  
[RESPINHH (SC-4D) EQ 1]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May & June 87)  
 Module: Household Screener

SC-4D. Are you a member of this household?

YES ..... 1 (SC-5)  
 NO ..... 2 (SCKNOW)  
 REFUSED..... -7 (TERM2, CODE INITIAL  
 REFUSAL)  
 DON'T KNOW ..... -8 (SCKNOW)

SC-5. We have a few questions to see if anyone in your household  
 will be included in this study. Including yourself...

how many people aged 25 or older  
 live in your household?

NUMBER OF PEOPLE .....\_\_\_\_\_

how many people between the ages of 13 and 24  
 live in your household?

NUMBER OF PEOPLE.....\_\_\_\_\_ (CATI CHECK #SC1)  
 NONE ..... 00 (SC-4B)  
 REFUSED ..... -7 (TERM7, CODE  
 INITIAL REFUSAL)  
 DON'T KNOW ..... -8 (SCKNOW)

-----  
 | CATI CHECK #SC1: IS THERE MORE THAN ONE HOUSEHOLD |  
 | MEMBER 13 THROUGH 24? |  
 | [SC-5 > 1] |  
 | |  
 | YES ..... 1 (SC-7) |  
 | NO ..... 2 (SC-6) |  

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Household Screener

-----  
Screen Name: SC-6 Change Code:  
Variables: Ranges: Order #: (87-2) W  
MALEFEM 1,2,-7,-8 75  
Sub-Population: Correct phone number and household member on  
the line and there is only one person in  
household age 13 through 24  
[YOUTHTOT (SC-5) EQ 1]  
-----

-----  
Screen Name: SC-7 Change Code:  
Variables: Ranges: Order #: (87-2) W  
MALETOT 1-10,-7,-8 76  
FEMTOT 1-10,-7,-8 77  
Sub-Population: Correct phone number and household member on  
the line and there is at least one person in  
the household age 13 through 24  
[YOUTHTOT (SC-5) GE 1]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May & June 87)  
 Module: Household Screener

SC-6. Is the 13 to 24 year old male or female?

MALE .....	1	(CATI CHECK #SC1A, CODE MALETOT AS 01; CODE FEMTOT AS 00)
FEMALE .....	2	(CATI CHECK #SC1A, CODE MALETOT AS 00; CODE FEMTOT AS 01)
REFUSED .....	-7	(TERM7, CODE INITIAL REFUSAL)
DON'T KNOW .....	-8	(SCKNOW)

SC-7. Of these (NUMBER FROM SC-5) 13 to 24 year olds, how many are male  
 and how many are female?

NUMBER OF MALES .....	—	(CATI CHECK #SC1A)
NUMBER OF FEMALES .....	—	(CATI CHECK #SC1A)
REFUSED .....	-7	(TERM7, CODE INITIAL REFUSAL)
DON'T KNOW .....	-8	(SCKNOW)

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May & June 87)  
Module: Household Screener

```
-----
| CATI CHECK #SC1A: IS THE NUMBER OF MALES PLUS NUMBER OF |
| FEMALES EQUAL TO THE TOTAL NUMBER OF |
| 13-24 YEAR OLDS? |
|
| YES ..... 1 (CATI CHECK #SC1B) |
| NO ..... 2 (TERM7, CODE PROBLEM) |
|
| #SC1B: IS THE HOUSEHOLD IN THE FEMSAMP? |
|
| YES ..... 1 (CONF, ENUMERATE RESP- |
| ONDENT, THEN MALES, |
| THEN FEMALES) |
|
| NO ..... 2 (CONF, ENUMERATE RESP- |
| ONDENT, THEN MALES) |
|
|-----
```

[RESPONDENT NAME AND AGE ENUMERATED, THEN MALES, THEN FEMALES]

CONF. Your answers to this survey are voluntary and confidential. The information you give us will only be used in connection with information about many other young adults. Neither your name nor any identifying information will appear on any report of this study.

While you may choose not to answer any question, this research is authorized by law, and the information you give us is protected by an Act of Congress called the Privacy Act of 1974.



ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Household Screener

-----  
Screen Name: SC-7B  
Variables: Ranges: Order #:  
ERSPAGE 1,2,-7,-8 93  
Sub-Population: Screener respondents  
[YUTHNUM EQ 1]  
-----

-----  
Screen Name: SC-8A  
Variables: Ranges: Order #:  
EFNAM 94  
Sub-Population: Enumerated persons, that is, screener  
respondents and other youth in the household  
age 13 through 24  
-----

-----  
Screen Name: SC-8  
Variables: Ranges: Order #:  
EFNAM 94  
Sub-Population: Enumerated persons, that is, screener  
respondents and other youth in the household  
age 13 through 24  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May & June 87)  
 Module: Household Screener

SC-7B. Are you 13 to 24 years old?

YES ..... 1 (SC-8A)  
 NO ..... 2 (CATI CHECK #SC3)  
 REFUSED ..... -7 (TERM8, CODE INITIAL REFUSAL)  
 DON'T KNOW ..... -8 (SCKNOW)

SC-8A. Please give me your first name.

\_\_\_\_\_ (SC-9)  
 FIRST NAME

REFUSED ..... -7 (TERM8, CODE  
 INITIAL REFUSAL)  
 DON'T KNOW ..... -8 (SCKNOW)

SC-8. (Not counting yourself), please give me the first name of (each/  
 the/the oldest) (male/female) in your household between 13  
 and 24. (RECORD ALL NAMES IN GRID BELOW.) (SC-9)

- 1.
- 2.
- 3.
- 4.
- 5.

REFUSED ..... -7 (TERM8, CODE  
 INITIAL REFUSAL)  
 DON'T KNOW ..... -8 (SCKNOW)

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Household Screener

-----  
Screen Name: SC-9  
Variables: Ranges: Order #:  
EDOBMM 01-12,-7,-8 97  
Sub-Population: Enumerated persons with first name given  
[EFNAM (SC-8A, SC-8) NE -7,-8,-1]  
  
EDOBDD 01-31,-7,-8 96  
EDOBY Y 62-74,-7,-8 98  
Sub-Population: Enumerated persons for whom the screener  
respondent gave a month of birth  
[EDOBMM (SC-9) NE -7,-8,-1]  
-----

-----  
Screen Name: SC-10  
Variables: Ranges: Order #:  
EAGE 99  
Sub-Population: Enumerated persons for whom the respondent  
did not give a complete date of birth  
[EDOBMM (SC-9) EQ -7,-8,-1] OR  
[EDOBDD (SC-9) EQ -7,-8,-1] OR  
[EDOBY Y (SC-9) EQ -7,-8,-1]  
-----

-----  
Screen Name: SC-10A  
Variables: Ranges: Order #:  
E13TO24 1-4,-7,-8 100  
Sub-Population: Enumerated persons for whom the respondent  
did not give a date of birth or age  
[EAGE (SC-10) EQ -7,-8]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May & June 87)  
 Module: Household Screener

SC-9. What is (your/PERSON'S) date of birth?

MONTH \_\_\_\_\_ DAY \_\_\_\_\_ YEAR 19 \_\_\_\_\_ (CATI CHECK #SC2A)

01 = JANUARY	07 = JULY
02 = FEBRUARY	08 = AUGUST
03 = MARCH	09 = SEPTEMBER
04 = APRIL	10 = OCTOBER
05 = MAY	11 = NOVEMBER
06 = JUNE	12 = DECEMBER

REFUSED ..... -7 (SC-10)  
 DON'T KNOW ..... -8 (SC-10)

SC-10. How old (are you/is PERSON)?

AGE \_\_\_\_\_ (CATI CHECK #SC2A)  
 REFUSED ..... -7 (SC-10A)  
 DON'T KNOW ..... -8 (SC-10A)

SC-10A. (Are you/Is PERSON) 13 to 15 years old, 16 to 20  
 years old, 21 to 24 years old or some other age?

13 TO 15 .....	1 (CATI CHECK #SC2A)
16 TO 20 .....	2 (CATI CHECK #SC2A)
21 TO 24 .....	3 (CATI CHECK #SC2A)
SOME OTHER AGE .....	4 (CATI CHECK #SC2A)
REFUSED .....	-7 (TERM8, CODE INITIAL REFUSAL)
DON'T KNOW .....	-8 (SCKNOW)

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Household Screener

-----  
Screen Name: SC-10B  
Variables: Ranges: Order #:  
ESEX 1,2,-7,-8 101  
Sub-Population: Enumerated persons  
-----

-----  
Screen Name: SC-10C  
Variables: Ranges: Order #:  
ENUMORE 1,2,-7,-8  
Sub-Population: Enumerated persons, last on the list of  
names in SC-8

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May & June 87)  
Module: Household Screener

```

-----
| CATI CHECK #SC2A:  IS CURRENT ENUMERATION FOR THE  |
|                   RESPONDENT?                      |
|                   YES ..... 1 (SC-10B)           |
|                   NO ..... 2 (CATI CHECK #SC2B)   |
|-----

```

SC-10B. [ASK IF NOT OBVIOUS] What is your sex?

```

MALE ..... 1 (CATI CHECK #SC3)
FEMALE ..... 2 (CATI CHECK #SC2B)
REFUSED ..... -7 (TERM8, CODE INITIAL REFUSAL)
DON'T KNOW ..... -8 (SCKNOW)

```

```

-----
| CATI CHECK #SC2B: IF YOUTH IS FEMALE AND HOUSEHOLD |
|                   IS NOT IN FEMSAMP, FLAG YOUTH AS |
|                   INELIGIBLE                        |
|                   #SC3: IS PERSON BETWEEN 13 AND 24 YEARS? |
|                   YES ..... 1 (CATI CHECK #SC5)         |
|                   NO ..... 2 (CATI CHECK #SC4)         |
|                   #SC4: FLAG YOUTH AS INELIGIBLE        |
|                   (CATI CHECK #SC5)                    |
|                   #SC5: IS NAME/D.O.B./AGE NEEDED FOR MORE |
|                   MALES/FEMALES RECORDED IN SC-5?       |
|                   YES ..... 1 (SC-8 FOR NEXT          |
|                   MALE/FEMALE)                         |
|                   NO ..... 2 (SC-10C)                  |
|-----

```

SC-10C. Are there any more (male youths/youths) between 13 and 24 in your household?

```

YES ..... 1 (CATI CHECK #SC6)
NO ..... 2 (CATI CHECK #SC7)
REFUSED ..... -7 (TERM8, CODE INITIAL REFUSAL)
DON'T KNOW ..... -8 (SCKNOW)

```

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Household Screener

Screen Name: SC-10B2  
Variables: Ranges: Order #:  
EMORESEX 1,2,-7,-8  
Sub-Population: Youth enumerated last who may be female  
[ENUMORE = 1 AND FEMSAMP = 1]

Screen Name: SC-8B  
Variables: Ranges: Order #:  
EFNAM 94  
Sub-Population: Enumerated persons, that is, screener  
respondents and other youth in the  
household age 13 through 24

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May & June 87)  
Module: Household Screener

-----  
| CATI CHECK #SC6: IS HOUSEHOLD IN FEMSAMP? |  
| |  
| YES..... 1 (SC-10B2) |  
| NO..... 2 (SC-8B) |  

SC-10B2. What is this person's sex?

MALE ..... 1 (SC-8B)  
FEMALE ..... 2 (SC-8B)  
REFUSED ..... -7 (TERM8, CODE INITIAL REFUSAL)  
DON'T KNOW ..... -8 (SCKNOW)

SC-8B. What is this person's first name?

\_\_\_\_\_ (SC-9)  
REFUSED..... -7 (TERM8, CODE INITIAL RE-  
FUSAL)  
DON'T KNOW..... -8 (SCKNOW)

-----  
| CATI CHECK #SC7: ANY MALES/FEMALES 16-24 YEARS? |  
| |  
| YES ..... 1 (CATI CHECK #SC7A |  
	FOR RESP, 1ST
	MALE/FEMALE
	AGED 16-24)
NO ..... 2 (SC-4B)	
CATI CHECK #SC7A: IS PERSON < 17 YEARS?	
YES ..... 1 (SC-13A)	
NO ..... 2 (SC-11)	
-----	



ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Household Screener

-----  
Screen Name: SC-11  
Variables: Ranges: Order #:  
EMILACT 1,2,-7,-8 102  
Sub-Population: Enumerated youth, age 17 through 24  
[ECALCAGE GE 17 AND ECALCAGE LE 24] OR  
[E13TO24 EQ 2,3]  
-----

-----  
Screen Name: SC-11A  
Variables: Ranges: Order #:  
EMILSERV 1,2,-7,-8 104  
Sub-Population: Youth who have served in the military  
[EMILACT (SC-11) EQ 1]  
-----

-----  
Screen Name: SC-12  
Variables: Ranges: Order #:  
EMILWAIT 1,2,-7,-8 103  
Sub-Population: Youth who have not served in the military  
[EMILACT (SC-11) EQ 2,-7,-8]  
-----

-----  
Screen Name: SC-13A  
Variables: Ranges: Order #:  
EHSDIPL 1-5,-7,-8 105  
Sub-Population: Youth of eligible age  
[ECALCAGE GE 16 AND ECALCAGE LE 24 OR  
[E13TO24 (SC-10A) EQ 2,3]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May & June 87)  
 Module: Household Screener

SC-11. (Have you/Has PERSON) ever been in active military service, the National Guard or the Reserves?

YES ..... 1 (SC-11A)  
 NO ..... 2 (SC-12)  
 REFUSED ..... -7 (SC-12)  
 DON'T KNOW ..... -8 (SC-12)

SC-11A. (Are you/Is PERSON) presently serving in the military?

YES ..... 1 (SC-13A)  
 NO ..... 2 (SC-13A)  
 REFUSED ..... -7 (SC-13A)  
 DON'T KNOW ..... -8 (SC-13A)

SC-12. (Have you/Has he/Has she) been accepted for service in a branch of the Armed Forces and (are/is) now waiting to go on active duty?

YES ..... 1  
 NO ..... 2  
 REFUSED ..... -7  
 DON'T KNOW ..... -8

SC-13A. (Do you have/Does he have/Does she have) a regular high school diploma, a GED, an ABE, or some other kind of certificate of high school completion?

REGULAR HIGH SCHOOL DIPLOMA ..... 1  
 GED [GENERAL EDUCATIONAL DEVELOPMENT].. 2  
 ABE [ADULT BASIC EDUCATION]  
 CERTIFICATE [E.G. CORRESPONDENCE,  
 NIGHT SCHOOL] ..... 3  
 SOME OTHER KIND OF CERTIFICATE ..... 4  
 NONE OF THE ABOVE ..... 5  
 REFUSED ..... -7  
 DON'T KNOW ..... -8

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Household Screener

-----  
Screen Name: SC-14  
Variables: Ranges: Order #:  
EEDENCUR 1,2,-7,-8 106  
Sub-Population: Youth of eligible age  
-----

-----  
Screen Name: SC-14A Change Code:  
Variables: Ranges: Order #: (87-3) A  
EEDENSUM 1-4,-7,-8 708  
Sub-Population: Youth of eligible age who received the  
screener interview during the summer  
[SCRNDATE GE 870501 AND SCRNDATE LE 870910]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May & June 87)  
 Module: Household Screener

-----  
 CATI CHECK #SCDK1: WHAT DATE IS TODAY?  
 -----  
 SEPTEMBER 11 - APRIL 30 ..... 1 (SC-14)  
 MAY 1 - SEPTEMBER 10 ..... 2 (SC-14A)  
 -----

SC-14. (Are you/Is PERSON) currently enrolled in school?

YES ..... 1 (SC-15)  
 NO ..... 2 (SC-13)  
 REFUSED ..... -7 (SC-13)  
 DON'T KNOW ..... -8 (SC-13)

SC-14A. (Are you/Is PERSON) currently enrolled...

in a regular day high school, ..... 1 (SC-16)  
 in a 4 year college, ..... 2 (SC-17)  
 in some other school, or ..... 3 (CATI CHECK #SCDK2)  
 not currently enrolled? ..... 4 (CATI CHECK #SCDK2)  
 REFUSED ..... -7 (CATI CHECK #SCDK2)  
 DON'T KNOW ..... -8 (CATI CHECK #SCDK2)

-----  
 CATI CHECK #SCDK2: WHAT DATE IS TODAY?  
 -----  
 MAY 1 - JUNE 30 ... DISPLAY WORDING:  
 "(Were you/Was he/Was she) enrolled in  
 school in April?"  
 -----  
 JULY 1 - SEPTEMBER 10 ... DISPLAY WORDING:  
 "(Will you be/Will he be/Will she be)  
 enrolled in school in October?"  
 -----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Household Screener

-----  
Screen Name: SC-14B Change Code:  
Variables: Ranges: Order #: (87-3) A  
EEDENOTH 1,2,-7,-8 709  
Sub-Population: Youth of eligible age who were not enrolled  
in regular day high school or a 4 year college  
in the summer  
[SCRNDATE GE 870501 AND SCRNDATE LE 870910] AND  
[EEDENSUM (SC-14A) NE 1,2]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May & June 87)  
Module: Household Screener

SC-14B. (Were you/Was he/Was she//Will you be/Will he be/Will she be)  
enrolled in school in (April/October)?

YES ..... 1 (SC-15)  
NO ..... 2 (CATI CHECK #SCDK3)  
REFUSED ..... -7 (CATI CHECK #SCDK3)  
DON'T KNOW ..... -8 (CATI CHECK #SCDK3)

-----  
| CATI CHECK #SCDK3: Is the person currently in  
| "some other school"?  
| [EEDENSUM (SC14A) = 3]  
|  
| YES..... 1 (CATI CHECK #SCDK4)  
| NO..... 2 (SC-13)  
|  
| CATI CHECK #SCDK4: WHAT DATE IS TODAY?  
|  
| SEPTEMBER 11 - APRIL 30 ... DISPLAY WORDING:  
| (are you currently/is he currently/  
| is she currently)  
|  
| MAY 1 - JUNE 30 ... DISPLAY WORDING:  
| (were you/was he/was she)  
|  
| JULY 1 - SEPTEMBER 10 ... DISPLAY WORDING:  
(will you be/will he be/will she be)

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Household Screener

-----  
Screen Name: SC-15 Change Code:  
Variables: Ranges: Order #: (87-3) W  
EEDENTYP 01-10,-7,-8 108  
Sub-Population: Youth of eligible age who are currently  
enrolled in school or who were in school  
in April or who will be in school in October  
[EEDENCUR (SC-14) EQ 1] OR  
[EEDENSUM (SC-14A) EQ 1,2,3] OR  
[EEDENOTH (SC-14B) EQ 1]  
-----

-----  
Screen Name: SC-16 Change Code:  
Variables: Ranges: Order #: (87-3) W  
EEDENYRH 9-12,-7,-8 109  
Sub-Population: Youth of eligible age who are/were in April/  
will be in October enrolled in a regular day  
high school  
[EEDENTYP (SC-15) EQ 1]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May & June 87)  
Module: Household Screener

SC-15. In what type of school or training program (are you currently/is he currently/is she currently//were you/was he/was she//will you be/will he be/will she be) enrolled?

TAKING H.S. COURSES IN REGULAR DAY HIGH SCHOOL .....	01 (SC-16)
GED OR HIGH SCHOOL EQUIVALENCY PROGRAM .....	02 (SC-13)
ADULT BASIC EDUCATION [ABE] [H.S. COURSES IN NIGHT SCHOOL OR BY CORRESPONDENCE) .....	03 (SC-13)
SKILL DEVELOPMENT PROGRAM [E.G. PUBLIC EMPLOYMENT, JOBS, OIC, WIN, CETA] .....	04 (SC-13)
ON THE JOB TRAINING PROGRAM ...	05 (SC-13)
APPRENTICESHIP PROGRAM .....	06 (SC-13)
VOCATIONAL, BUSINESS OR TRADE SCHOOL .....	07 (SC-13)
2 YEAR JR OR COMMUNITY COLLEGE .....	08 (SC-17A)
4 (5) YEAR COLLEGE OR UNIVERSITY .....	09 (SC-17)
SOME OTHER SCHOOL .....	10 (SC-13)
REFUSED .....	-7 (SC-13)
DON'T KNOW .....	-8 (SC-13)

SC-16. (Are you currently/Is he currently/Is she currently//Were you/Was he/Was she//Will you be/Will he be/Will she be) enrolled in 9th, 10th, 11th or 12th grade?

9TH .....	9 (SC-13B)
10TH .....	10 (SC-13B)
11TH .....	11 (SC-13B)
12TH .....	12 (SC-13B)
REFUSED .....	-7 (SC-13)
DON'T KNOW .....	-8 (SC-13)



ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Household Screener

-----  
Screen Name: SC-17 Change Code:  
Variables: Ranges: Order #: (87-3) W  
EEDENYRC 1-5,-7,-8 110  
Sub-Population: Youth of eligible age who are/were in April/  
will be in October enrolled in college  
[EEDENTYP (SC-15) EQ 9]  
-----

-----  
Screen Name: SC-17A Change Code:  
Variables: Ranges: Order #: (87-2) A  
EEDENYRJ 1, 2,-7,-8 694 (87-3) W  
Sub-Population: Youth of eligible age who are/were in April/  
will be in October enrolled in a two-year  
junior or community college  
[EEDENTYP (SC-15) EQ 8]  
-----

-----  
Screen Name: SC-13B  
Variables: Ranges: Order #:  
EEDCOVER 1,2,-7,-8 111  
Sub-Population: Youth of eligible age who are/were in April/  
will be in October enrolled in a regular  
high school or college  
[EEDENYRH (SC-16) EQ 9,10,11,12] OR  
[EEDENYRC (SC-17) EQ 1,2,3,4,5] OR  
[EEDENYRJ (SC-17A) EQ 1,2]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May & June 87)  
Module: Household Screener

SC-17. (Are you currently/Is he currently/Is she currently//Were you/Was he/Was she//Will you be/Will he be/Will she be) enrolled in (your/his/her) first, second, third, fourth or fifth year of college?

FIRST YEAR [FR]	1	(SC-13B)
SECOND YEAR [SO]	2	(SC-13B)
THIRD YEAR [JR]	3	(SC-13B)
FOURTH YEAR [SR]	4	(SC-13B)
FIFTH YEAR [OF A 5 YEAR COLLEGE]	5	(SC-13B)
REFUSED	-7	(SC-13)
DON'T KNOW	-8	(SC-13)

SC-17A. (Are you currently/Is he currently/Is she currently//Were you/Was he/Was she//Will you be/Will he be/Will she be) enrolled in (your/his/her) first or second year of junior or community college?

FIRST YEAR	1	(SC-13B)
SECOND YEAR	2	(SC-13B)
REFUSED	-7	(SC-13)
DON'T KNOW	-8	(SC-13)

SC-13B. So, the highest grade or level of schooling that (you have/he has/she has) completed and received credit for is (the) (college year/high school grade)?

YES	1	(SC-18)
NO	2	(SC-13)
REFUSED	-7	(SC-13)
DON'T KNOW	-8	(SC-13)

ACOMS Annotated Questionnaire  
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Module: Household Screener

-----  
Screen Name: SC-13  
Variables: Ranges: Order #:  
EEDCOMP 07-25,-7,-8 107  
Sub-Population: Youth of eligible age  
-----

ACOMS Annotated Questionnaire  
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 Module: Household Screener

SC-13. What is the highest grade or level of schooling that  
 (you have/he has/she has) completed and received credit for?

LESS THAN 8TH GRADE .....	07 (SC-18)
8TH GRADE .....	08 (SC-18)
9TH GRADE .....	09 (SC-18)
10TH GRADE .....	10 (SC-18)
11TH GRADE .....	11 (SC-18)
12TH GRADE .....	12 (SC-18)
1ST YEAR OF 4-YEAR COLLEGE [FR] .....	13 (SC-18)
2ND YEAR OF 4-YEAR COLLEGE [SO] .....	14 (SC-18)
3RD YEAR OF 4-YEAR COLLEGE [JR] .....	15 (SC-18)
4TH YEAR OF 4-YEAR COLLEGE [SR] .....	16 (SC-18)
5TH YEAR COLLEGE, 1ST YEAR	
GRADUATE OR PROFESSIONAL SCHOOL ....	17 (SC-18)
2ND YEAR GRADUATE OR PROFESSIONAL	
SCHOOL .....	18 (SC-18)
3RD YEAR GRADUATE OR PROFESSIONAL	
SCHOOL .....	19 (SC-18)
MORE THAN 3 YEARS GRADUATE OR	
PROFESSIONAL SCHOOL .....	20 (SC-18)
1ST YEAR OF JR OR COMMUNITY COLLEGE..	21 (SC-18)
2ND YEAR OF JR OR COMMUNITY COLLEGE..	22 (SC-18)
1ST YEAR OF VOCATIONAL, BUSINESS,	
OR TRADE SCHOOL .....	23 (SC-18)
2ND YEAR OF VOCATIONAL, BUSINESS,	
OR TRADE SCHOOL .....	24 (SC-18)
MORE THAN 2 YEARS OF VOCATIONAL	
BUSINESS, OR TRADE SCHOOL .....	25 (SC-18)
REFUSED .....	-7 (SC-13C)
DON'T KNOW .....	-8 (SC-13C)

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Household Screener

-----  
Screen Name: SC-13C Change Code:  
Variables: Ranges: Order #: (87-3) A  
EEDCGRAD 1,2,-7,-8 710  
Sub-Population: Youth for whom level of schooling is unknown  
[EEDCOMP (SC-13) EQ -7,-8]  
-----

-----  
Screen Name: SC-18 Change Code:  
Variables: Ranges: Order #: (87-3) P, W  
ELIVADDR 1,2,-7,-8 112  
Sub-Population: Youth of eligible age  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May & June 87)  
Module: Household Screener

SC-13C. (Are you/Is he/Is she) a college graduate?

YES ..... 1 (SC-18, FLAG YOUTH AS INELIGIBLE)  
NO ..... 2 (SC-18)  
REFUSED ..... -7 (SC-18)  
DON'T KNOW ..... -8 (SC-18)

SC-18. (Are you/Is PERSON) living at this address?

[IF RESPONSE IS "NO", PROBE: (Are you/Is he/Is she) actually  
a household member and living temporarily away  
from home? IF SO, CODE "YES".]

YES ..... 1 (CATI CHECK #SC8)  
NO ..... 2 (CATI CHECK #SC7B)  
REFUSED ..... -7 (CATI CHECK #SC8)  
DON'T KNOW ..... -8 (CATI CHECK #SC8)

-----  
| CATI CHECK #SC7B: IS/WAS YOUTH ENROLLED IN SCHOOL |  
| DURING THE PAST YEAR OR WILL |  
| BE ENROLLED IN COMING YEAR? |  
| YES ..... 1 (SC-18A) |  
NO ..... 2 (CATI CHECK #SC8)

ACOMS Annotated Questionnaire  
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Module: Household Screener

-----  
Screen Name: SC-18A  
Variables: Ranges: Order #:  
ELIVDORM 1,2,-7,-8 113  
Sub-Population: Youth of eligible age, who are not living at the  
location of the phone and who are currently  
enrolled in school  
[ELIVADDR (SC-18) EQ 2 AND  
EEDENCUR (SC-14) EQ 1,-7,-8]  
-----

-----  
Screen Name: SC-19  
Variables: Ranges: Order #:  
ERACE 1-4,-7,-8 17  
Sub-Population: Youth of eligible age  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May & June 87)  
Module: Household Screener

SC-18A. (Are you/Is PERSON) living in undergraduate student housing?

[That is, undergraduate housing that is owned, leased or sponsored by the school (you are/he is/she is) attending?]

YES ..... 1  
NO ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8

```

-----
| CATI CHECK #SC8: IF EMILACT (SC-11) EQ 1 OR
|                   EMILWAIT (SC-12) EQ 1 OR
|                   EEDCOMP (SC-13) EQ 16,17,18,19,20 OR
|                   EEDCGRAD (SC-13C) EQ 1 OR
|                   ELIVDORM (SC-18A) EQ 2,
|                   FLAG YOUTH AS INELIGIBLE FOR MAIN
|                   INTERVIEW (SC-19)
|
|                   IF EMILACT (SC-11) EQ -7,-8 OR
|                   EMILWAIT (SC-12) EQ -7,-8 OR
|                   EEDCOMP (SC-13) EQ -7,-8 OR
|                   ELIVDORM (SC-18A) EQ -7,-8 OR
|                   ELIVADDR (SC-18) EQ -7,-8
|                   FLAG YOUTH TO RECEIVE REASK
|                   QUESTIONS (SC-19)
|
|-----

```

SC-19. Please tell me whether (you are/PERSON is)...

White, ..... 1  
Black, ..... 2  
Asian or Pacific Islander, or ..... 3  
American Indian or Alaskan Native? .. 4  
REFUSED ..... -7  
DON'T KNOW ..... -8



ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Household Screener

-----  
Screen Name: SC-20  
Variables: Ranges: Order #:  
EHISP 1,2,-7,-8 18  
Sub-Population: Youth of eligible age  
-----

-----  
Screen Name: SC-21  
Variables: Ranges: Order #:  
ELNAM 95  
Sub-Population: Youth eligible for the main interview  
-----

ACOMS Annotated Questionnaire  
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Module: Household Screener

SC-20. (Are you/Is he/Is she) Hispanic?

YES ..... 1  
NO ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8

-----  
CATI CHECK #SC8A: IF EHISP (SC-20) EQ 2 AND HISPCLUS EQ 1,  
FLAG YOUTH AS INELIGIBLE (CATI CHECK #SC8B)  
  
IF EHISP (SC-20) EQ -7,-8 AND HISPCLUS EQ 1,  
FLAG YOUTH TO RECEIVE REASK QUESTIONS  
(CATI CHECK #SC8B)  
  
CATI CHECK #SC8B: IF SCREENER RESPONDENT WITH FLAG FOR  
REASK QUESTIONS, FLAG AS INELIGIBLE  
(CATI CHECK #SC9)  
  
CATI CHECK #SC9: ARE THERE ANY MORE MALES/FEMALES  
16-24 YEARS?  
  
YES ..... 1 (CATI CHECK #SC7A)  
NO ..... 2 (CATI CHECK #SC9A)  
  
CATI CHECK #SC9A: IS THE FIRST YOUTH IN THE HOUSEHOLD  
ELIGIBLE FOR THE MAIN INTERVIEW?  
  
YES ..... 1 (SC-21)  
NO ..... 2 (CATI CHECK #SC10)  
-----

SC-21. What is (your/PERSON'S) last name?

[We need (your/PERSON's) last name  
so that if we need to call again to get updated  
information, we can ask for (you/him/her) by name.]

LAST NAME \_\_\_\_\_ (CATI CHECK #SC10)  
  
REFUSED ..... -7  
DON'T KNOW ..... -8

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Household Screener

-----  
Screen Name: SC-4B  
Variables: Ranges: Order #:  
PHONCNTY 64  
Sub-Population: Correct phone numbers with household member  
on the line  
-----

-----  
Screen Name: SC-4C  
Variables: Ranges: Order #:  
PHONZIP 67  
Sub-Population: Correct phone numbers with household member  
on the line  
-----

-----  
Screen Name: SC-4E  
Variables: Ranges: Order #:  
PHONCITY 69  
Sub-Population: Correct phone numbers with household member  
on the line and county or zip is missing  
[PHONCNTY (SC-4B) EQ -7,-8] OR  
[PHONZIP (SC-4C) EQ -7,-8]  
-----

ACOMS Annotated Questionnaire  
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Module: Household Screener

CATI CHECK #SC10: ARE THERE ANY (MORE) YOUTHS ELIGIBLE  
FOR THE MAIN INTERVIEW?

YES ..... 1 (SC-21)  
NO ..... 2 (SC-4B)

SC-4B. What county do you live in?

COUNTY  
REFUSED ..... -7  
DON'T KNOW ..... -8

SC-4C. What is your zip code?

ZIP CODE  
REFUSED ..... -7  
DON'T KNOW ..... -8

CATI CHECK #SC11: IS COUNTY OR ZIP MISSING?  
[SC-4B OR SC-4C = -7,-8]

YES ..... 1 (SC-4E)  
NO ..... 2 (CATI CHECK #SC12)

SC-4E. What city do you live in?

CITY  
REFUSED ..... -7  
DON'T KNOW ..... -8

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Household Screener

-----  
Screen Name: SC-35  
Variables: Ranges: Order #:  
PHONEOTH 1,2,-7,-8 90  
Sub-Population: Households with at least one youth eligible  
for the main interview  
-----

-----  
Screen Name: SC-36  
Variables: Ranges: Order #:  
XPHONUUSE 1,2,3,-7,-8 91  
Sub-Population: Households with at least one youth eligible  
for the main interview and additional  
telephone numbers in the home  
[PHONEOTH (SC-35) EQ 1]  
-----

-----  
Screen Name: SC-36A  
Variables: Ranges: Order #:  
XPHONLOC 1,2,3,-7,-8 92  
Sub-Population: Households with youth eligible for further  
interviews and additional telephone numbers  
for business and home use  
[XPHONUUSE (SC-36) EQ 2]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May & June 87)  
Module: Household Screener

-----  
| CATI CHECK #SC12: ARE THERE ANY YOUTHS ELIGIBLE FOR  
| THE MAIN INTERVIEW?  
|  
| YES..... 1 (SC-35)  
NO..... 2 (TERM7, CODE INELIGIBLE)

SC-35. Are there any telephone numbers in addition to  
area code (AREA CODE AND NUMBER) in your home?

YES ..... 1 (SC-36)  
NO ..... 2 (CATI CHECK #SC13)  
REFUSED ..... -7 (CATI CHECK #SC13)  
DON'T KNOW ..... -8 (CATI CHECK #SC13)

SC-36. Is this number for...

home use, ..... 1 (CATI CHECK #SC13)  
business and home use, or . 2 (SC-36A)  
business use only? ..... 3 (CATI CHECK #SC13)  
REFUSED ..... -7 (CATI CHECK #SC13)  
DON'T KNOW ..... -8 (CATI CHECK #SC13)

SC-36A. Is this phone located in a home or in a business?

HOME ..... 1 (CATI CHECK #SC13)  
BOTH ..... 2 (CATI CHECK #SC13)  
BUSINESS ..... 3 (CATI CHECK #SC13)  
REFUSED ..... -7 (CATI CHECK #SC13)  
DON'T KNOW ..... -8 (CATI CHECK #SC13)

-----  
| CATI CHECK #SC13: ARE THERE ANY YOUTHS ELIGIBLE FOR THE  
| MAIN INTERVIEW?  
|  
| YES ..... 1 (HHCHOOSE)  
NO ..... 2 (TERM7, CODE INELIGIBLE)

ACOMS Annotated Questionnaire  
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Module: Household Screener

TERMINATION SCREENS

TERM1 Thank you very much, but I seem to have dialed a wrong number. It is possible that your number will be dialed again at a later time.

REDIAL ..... 1 (RESTART AT INTRO)  
NON-WORKING NUMBER [IF  
NUMBER HAS BEEN DIALED TWICE] .. 2

TERM2 Thank you very much, that's all the questions that I have at this time.

TERM38 Thank you for your time and cooperation. Your assistance has been very valuable to our research effort.

TERM346 Thank you very much, that's all the questions I have at this time.

[CODE NON-RESIDENTIAL]

TERM5 Thank you very much for your time. Goodbye.

[ENTER THE RESULT CODE USING THE DEFINITIONS:]

CALLBACK - NO APPOINTMENT ..... 4  
CALLBACK - APPOINTMENT ..... 5 (APPT)

TERM6 At this time we are only interviewing in households with 16 to 24 year olds, so I have no further questions for you. The information you have given us is confidential and is protected under an act of Congress called the Privacy Act of 1974. This survey is for research purposes only and is authorized by law in Title 10 USC Sections 503 and 2358. Thank you very much for your cooperation. Good bye.

[CODE NO ELIGIBLE HOUSEHOLD MEMBERS]

ACOMS Annotated Questionnaire  
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Module: Household Screener

TERM7 The information you have given us is confidential. This survey is only for research on how young adults make career decisions and is authorized by law in Title 10 USC Sections 503 and 2358. Thank you for your time. Good bye.

TERM8 I have no further questions for you at this time. The information you have given us is confidential and is protected under an act of Congress called the Privacy Act of 1974. This survey is for research purposes only and is authorized by law in Title 10 USC Sections 503 and 2358. Thank you very much for your cooperation. Good bye.

TERM9 Let me remind you that the information you have given us is confidential and is protected under an act of Congress called the Privacy Act of 1974. This survey is for research purposes only and is authorized by law in Title 10, USC Sections 503 and 2358 and Executive Order 9397.

I have no further questions for you at this time, but would you please stay on the line for one moment while I check, to see if I need to speak to anyone else in your household. Thank you very much for your cooperation. Good bye.

REINTRODUCTION SCREENS

SC-KNOW. Is there another household member at home?

YES ..... 1 (SC-2RI)  
NO ..... 2 (TERM5)  
REFUSED ..... -7  
DON'T KNOW ..... -8

SC-2RI. Hello, this is (YOUR NAME).

I am calling from Westat, a research firm near Washington, D.C. We are conducting a study for the United States Government about people's plans for the future and their reaction to Armed Forces advertising.



ACOMS Annotated Questionnaire  
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Module: Household Screener

END OF HOUSEHOLD SCREENER MODULE

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Education-Employment

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Education-Employment

-----  
Screen Name: SC-9 Change Code:  
Variables: Ranges: Order #: (87-3) A  
RDOBMM 01-12,-7,-8 714  
Sub-Population: Youth for whom the screener respondent  
only gave an age category  
[E13TO24 NE . ]  
  
RDOBDD 01-31,-7,-8 713  
RDOBY 62-71,-7,-8 715  
Sub-Population: Youth with the month of birth, reask  
question answered  
[RDOBMM EQ 1-12]  
-----

-----  
Screen Name: SC-10 Change Code:  
Variables: Ranges: Order #: (87-3) A  
RAGE 16-24 716  
Sub-Population: Youth with exact age still unknown  
[RDOBMM (SC-9) EQ -7,-8,] OR  
[RDOBDD (SC-9) EQ -7,-8,-1] OR  
[RDOBY (SC-9) EQ -7,-8,-1]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Education-Employment

EE-INTRO. I have some questions about your educational and employment experiences.

-----  
 | CATI CHECK #EER1: WAS YOUTH'S EXACT AGE GIVEN |  
 | IN SCREENER? |  
 | |  
 | YES ..... 1 (CATI CHECK #EER3) |  
NO ..... 2 (SC-9)

SC-9. What is your date of birth?

MONTH \_\_\_\_\_ DAY \_\_\_\_\_ YEAR 19 \_\_\_\_\_ (CATI CHECK #EER2)

01 = JANUARY	07 = JULY
02 = FEBRUARY	08 = AUGUST
03 = MARCH	09 = SEPTEMBER
04 = APRIL	10 = OCTOBER
05 = MAY	11 = NOVEMBER
06 = JUNE	12 = DECEMBER

REFUSED ..... -7 (SC-10)  
 DON'T KNOW ..... -8 (SC-10)

SC-10. How old are you?

AGE \_\_\_\_\_  
 REFUSED ..... -7  
 DON'T KNOW ..... -8

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Education-Employment

-----  
Screen Name: SC-11 Change Code:  
Variables: Ranges: Order #: (87-3) A  
RMILACT 1,2,-7,-8 717  
Sub-Population: Youth with military status unknown  
[EMILACT EQ -7,-8,-1]  
-----

-----  
Screen Name: SC-11A Change Code:  
Variables: Ranges: Order #: (87-3) A  
RMILSERV 1,2,-7,-8 719  
Sub-Population: Youth who have served in the military  
[RMILACT (SC-11) EQ 1]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Education-Employment

```

-----
|CATI CHECK #EER2: IS YOUTH 16-24 YEARS OLD?|
|
|      YES ..... 1 (CATI CHECK #EER3)|
|      NO ..... 2 (CATI CHECK #EER6, FLAG YOUTH|
|                      AS INELIGIBLE.)|
|
|CATI CHECK #EER3: IS YOUTH 17-24?|
|
|      YES ..... 1 (CATI CHECK #EER4)|
|      NO ..... 2 (CATI CHECK #EER6)|
|
|CATI CHECK #EER4: IS THE YOUTH'S MILITARY STATUS KNOWN?|
|      [EMILACT EQ 1,2]|
|
|      YES ..... 1 (CATI CHECK #EER6)|
|      NO ..... 2 (SC-11)|
|
-----

```

SC-11. Have you ever been in active military  
service, the National Guard or the Reserves?

```

YES ..... 1 (SC-11A, FLAG YOUTH AS INELIGIBLE.)
NO ..... 2 (CATI CHECK #EER5)
REFUSED ..... -7 (CATI CHECK #EER5, FLAG YOUTH
                  AS INELIGIBLE.)
DON'T KNOW ..... -8 (CATI CHECK #EER5, FLAG YOUTH
                     AS INELIGIBLE.)

```

SC-11A. Are you presently serving in the military?

```

YES ..... 1 (CATI CHECK #EER6, FLAG YOUTH
              AS INELIGIBLE.)
NO ..... 2 (CATI CHECK #EER6, FLAG YOUTH
              AS INELIGIBLE.)
REFUSED ..... -7 (CATI CHECK #EER6, FLAG YOUTH
                  AS INELIGIBLE.)
DON'T KNOW ..... -8 (CATI CHECK #EER6, FLAG YOUTH
                     AS INELIGIBLE.)

```

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Education-Employment

-----  
Screen Name: SC-12 Change Code:  
Variables: Ranges: Order #: (87-3) A  
RMILWAIT 1,2,-7,-8 718  
Sub-Population: Youth who have not served in the military  
but who may be waiting to enter the service  
[EMILACT EQ 2 AND EMILWAIT NE 1,2]  
-----

-----  
Screen Name: SC-19 Change Code:  
Variables: Ranges: Order #: (87-3) A  
RRACE 1-4,-7,-8 711  
Sub-Population: Youth with race unknown  
[ERACE EQ -7,-8]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Education-Employment

-----  
 | CATI CHECK #EER5: IS IT KNOWN WHETHER THE YOUTH IS WAITING |  
 | TO GO ON ACTIVE DUTY? |  
 | [EMILWAIT EQ 1,2] |  
 | |  
 | YES ..... 1 (CATI CHECK #EER6) |  
NO ..... 2 (SC-12)

SC-12. Have you been accepted for service in a branch  
 of the Armed Forces and are now waiting to go  
 on active duty?

YES ..... 1 (CATI CHECK #EER6, FLAG YOUTH  
 AS INELIGIBLE.)  
 NO ..... 2 (CATI CHECK #EER6)  
 REFUSED ..... -7 (CATI CHECK #EER6, FLAG YOUTH  
 AS INELIGIBLE.)  
 DON'T KNOW ..... -8 (CATI CHECK #EER6, FLAG YOUTH  
 AS INELIGIBLE.)

-----  
 | CATI CHECK #EER6: IS THE YOUTH'S RACE KNOWN? |  
 | [ERACE = 1-4] |  
 | |  
 | YES ..... 1 (CATI CHECK #EER7) |  
NO ..... 2 (SC-19)

SC-19. Please tell me whether you are...

White, ..... 1  
 Black, ..... 2  
 Asian or Pacific Islander, or ..... 3  
 American Indian or Alaskan Native? .. 4  
 REFUSED ..... -7  
 DON'T KNOW ..... -8

-----  
 | CATI CHECK #EER7: IS IT KNOWN IF THE YOUTH IS HISPANIC? |  
 | [EHISP EQ 1,2] |  
 | |  
 | YES ..... 1 (CATI CHECK #EER8) |  
NO ..... 2 (SC-20)



ACOMS Annotated Questionnaire  
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Module: Education-Employment

-----  
Screen Name: SC-20 Change Code:  
Variables: Ranges: Order #: (87-3) A  
RHISP 1,2,-7,-8 712  
Sub-Population: Youth with Hispanic question unanswered  
[EHISP EQ -7,-8]  
-----

-----  
Screen Name: EE-2 Change Code:  
Variables: Ranges: Order #: (87-3) P  
YHSDIPL 1-5,-7,-8 115  
Sub-Population: All youth  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Education-Employment

SC-20. Are you Hispanic?

YES ..... 1 (EE-2)  
NO ..... 2 (CATI CHECK #EER8)  
REFUSED ..... -7 (CATI CHECK #EER8)  
DON'T KNOW ..... -8 (CATI CHECK #EER8)

-----  
| CATI CHECK #EER8: IS THE HOUSEHOLD IN A HISPANIC CLUSTER? |  
| [HISPCLUS EQ 1] |  
| |  
| YES ..... 1 (EE-2, FLAG YOUTH |  
| AS INELIGIBLE.) |  
| NO ..... 2 (EE-2) |  

EE-2. Do you have a regular high school diploma, a GED,  
an ABE, or some other kind of certificate of  
high school completion?

REGULAR HIGH SCHOOL DIPLOMA ..... 1  
GED [GENERAL EDUCATIONAL  
DEVELOPMENT] ..... 2  
ABE [ADULT BASIC EDUCATION]  
CERTIFICATE [E.G., CORRESPONDENCE,  
NIGHT SCHOOL] ..... 3  
SOME OTHER KIND OF CERTIFICATE ..... 4  
NONE OF THE ABOVE ..... 5  
REFUSED ..... -7  
DON'T KNOW ..... -8

-----  
| CATI CHECK #EEDK1: WHAT DATE WAS THE SCREENER COMPLETED? |  
| |  
| SEPTEMBER 11 - APRIL 30 ..... 1 (EE-4) |  
MAY 1 - SEPTEMBER 10 ..... 2 (EE-4A)

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Module: Education-Employment

-----  
Screen Name: EE-4  
Variables: Ranges: Order #:  
YEDCUR 1,2,-7,-8 116  
Sub-Population: All youth  
-----

-----  
Screen Name: EE-4A Change Code:  
Variables: Ranges: Order #: (87-3) A  
YEDENSUM 1-4,-7,-8 722  
Sub-Population: Youth of eligible age who received the  
screener interview during the summer  
[SCRNDATE GE 870501 AND SCRNDATE LE 870910]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Education-Employment

EE-4. Are you currently enrolled in school, college, a vocational or technical program, apprenticeship or a job training program?

YES ..... 1 (EE-6)  
 NO ..... 2 (EE-5)  
 REFUSED ..... -7 (EE-5)  
 DON'T KNOW ..... -8 (EE-5)

EE-4A. Are you currently enrolled...

in a regular day high school, ..... 1 (EE-6A)  
 in a 4 year college, ..... 2 (EE-6B)  
 in some other school, or ..... 3 (CATI CHECK #EEDK2)  
 not currently enrolled? ..... 4 (CATI CHECK #EEDK2)  
 REFUSED ..... -7 (CATI CHECK #EEDK2)  
 DON'T KNOW ..... -8 (CATI CHECK #EEDK2)

-----  
 | CATI CHECK #EEDK2: WHAT DATE WAS THE SCREENER COMPLETED? |  
 |  
 | MAY 1 - JUNE 30 ... DISPLAY WORDING: |  
 | "(Were you/Was he/Was she) enrolled in |  
 | school in April?" |  
 |  
 | JULY 1 - SEPTEMBER 10 ... DISPLAY WORDING: |  
 | "(Will you be/Will he be/Will she be) |  
 | enrolled in school in October?" |  
 |  
 |-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Education-Employment

-----  
Screen Name: SC-14B Change Code:  
Variables: Ranges: Order #: (87-3) A  
YEDENOTH 1,2,-7,-8 723  
Sub-Population: Youth of eligible age who were not enrolled in  
regular day high school or a 4 year college in the  
summer  
[SCRNDATE GE 870501 AND SCRNDATE LE 870910] AND  
[YEDENSUM (EE-4A) NE 1,2]  
-----

-----  
Screen Name: EE-5  
Variables: Ranges: Order #:  
YEDLASTM 1-12 117  
YEDLASTY 67-87 118  
Sub-Population: Youth not currently enrolled in school  
[YEDCUR (EE-4) EQ 2,-7,-8]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Education-Employment

SC-14B. (Were you/Will you be) enrolled in school in (April/October)?

YES ..... 1 (EE-6)  
 NO ..... 2 (CATI CHECK #EEDK3)  
 REFUSED ..... -7 (CATI CHECK #EEDK3)  
 DON'T KNOW ..... -8 (CATI CHECK #EEDK3)

-----  
 | CATI CHECK #EEDK3: Is the person currently in  
 | "some other school"?  
 | [YEDENSUM (EE4A) = 3]  
 |  
 | YES..... 1 (CATI CHECK #EEDK4)  
 | NO..... 2 (EE-5)  
 |  
 | CATI CHECK #EEDK4: WHAT DATE WAS THE SCREENER COMPLETED?  
 |  
 | SEPTEMBER 11 - APRIL 30 ... DISPLAY WORDING:  
 | (are you currently/is he currently/  
 | is she currently)  
 |  
 | MAY 1 - JUNE 30 ... DISPLAY WORDING:  
 | (were you/was he/was she)  
 |  
 | JULY 1 - SEPTEMBER 10 ... DISPLAY WORDING:  
 | (will you be/will he be/will she be)  
 |  
 |-----

EE-5. In what month and year did you last attend any  
 type of school or training program?

MONTH \_\_\_\_\_ YEAR 19 \_\_\_\_\_

[USE THE CATEGORIES BELOW FOR MONTH.]

- |             |              |
|-------------|--------------|
| 1. JANUARY  | 7. JULY      |
| 2. FEBRUARY | 8. AUGUST    |
| 3. MARCH    | 9. SEPTEMBER |
| 4. APRIL    | 10. OCTOBER  |
| 5. MAY      | 11. NOVEMBER |
| 6. JUNE     | 12. DECEMBER |

ACOMS Annotated Questionnaire  
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Module: Education-Employment

Screen Name:	EE-6		Change Code:
Variables:	Ranges:	Order #:	(87-3) S
YEDKIND	1-10,-7,-8	119	
Sub-Population:	All youth		

ACOMS Annotated Questionnaire  
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Module: Education-Employment

EE-6. What kind of school or training program (are you currently/  
were you last/will you be) enrolled in?

TAKING H.S. COURSES IN REGULAR  
DAY HIGH SCHOOL ..... 1  
GED OR HIGH SCHOOL EQUIVALENCY  
PROGRAM ..... 2  
ADULT BASIC EDUCATION [ABE]  
[H.S. COURSES IN NIGHT SCHOOL  
OR BY CORRESPONDENCE] ..... 3  
SKILL DEVELOPMENT PROGRAM  
[E.G., PUBLIC EMPLOYMENT,  
JOBS, OIC, WIN, CETA] ..... 4  
ON THE JOB TRAINING PROGRAM ..... 5  
APPRENTICESHIP PROGRAM ..... 6  
VOCATIONAL, BUSINESS OR  
TRADE SCHOOL ..... 7  
2 YEAR JUNIOR OR COMMUNITY COLLEGE .. 8  
4 YEAR COLLEGE OR UNIVERSITY ..... 9  
SOME OTHER SCHOOL ..... 10  
REFUSED ..... -7  
DON'T KNOW ..... -8

CATI CHECK #EE1: IS RESPONDENT CURRENTLY ENROLLED?  
(EЕ-4 = 1)  
YES ..... 1 (CATI CHECK #EE1A)  
NO ..... 2 (EE-1)  
CATI CHECK #EE1A: IS RESPONDENT IN H.S. OR COLLEGE?  
(EE-6 = 1) OR (EE-6 = 8) OR (EE-6 = 9)  
H.S. .... 1 (EE-6A)  
COLLEGE ..... 2 (EE-6B)  
JR. COLLEGE .. 3 (EE-6C)  
OTHER ..... 4 (EE-1)



ACOMS Annotated Questionnaire  
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 Module: Education-Employment

-----  
 Screen Name: EE-6A  
 Variables: Ranges: Order #:  
 YEDENYRH 9-12,-7,-8 120  
 Sub-Population: Youth currently enrolled in high school  
 [YEDKIND (EE-6) EQ 1]  
 -----

-----  
 Screen Name: EE-6B  
 Variables: Ranges: Order #:  
 YEDENYRC 1-5,-7,-8 121  
 Sub-Population: Youth currently enrolled in a 4 year college  
 [YEDKIND (EE-6) EQ 9]  
 -----

-----  
 Screen Name: EE-6C  
 Variables: Ranges: Order #: Change Code:  
 YEDENYRJ 1, 2,-7,-8 695 (87-2) A  
 Sub-Population: Youth currently enrolled in a 2 year college  
 [YEDKIND (EE-6) EQ 8]  
 -----

-----  
 Screen Name: EE-1VER  
 Variables: Ranges: Order #:  
 YEDCOVER 1,2,-7,-8 122  
 Sub-Population: Youth currently enrolled in high school or  
 in a 2 year college or in a 4 year college  
 [YEDENYRH (EE-6A) EQ 9,10,11,12] OR  
 [YEDENYRC (EE-6B) EQ 1,2,3,4,5] OR  
 [YEDENYRJ (EE-6C) EQ 1,2]  
 -----

ACOMS Annotated Questionnaire  
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 Module: Education-Employment

EE-6A. (Are you currently/Were you/Will you be) enrolled in 9th, 10th, 11th or 12th grade?

9TH .....	9 (EE-1VER)
10TH .....	10 (EE-1VER)
11TH .....	11 (EE-1VER)
12TH .....	12 (EE-1VER)
REFUSED .....	-7 (EE-1)
DON'T KNOW .....	-8 (EE-1)

EE-6B. (Are you currently/Were you/Will you be) enrolled in (your/his/her) first, second, third, fourth or fifth year of college?

FIRST YEAR [FR] .....	1 (EE-1VER)
SECOND YEAR [SO] .....	2 (EE-1VER)
THIRD YEAR [JR] .....	3 (EE-1VER)
FOURTH YEAR [SR] .....	4 (EE-1VER)
FIFTH YEAR [OF A 5 YEAR COLLEGE] .....	5 (EE-1VER)
REFUSED .....	-7 (EE-1)
DON'T KNOW .....	-8 (EE-1)

EE-6C. (Are you currently/Were you/Will you be) enrolled in (your/his/her) first or second year of junior or community college?

FIRST YEAR .....	1 (EE-1VER)
SECOND YEAR .....	2 (EE-1VER)
REFUSED .....	-7 (EE-1)
DON'T KNOW .....	-8 (EE-1)

EE-1VER. So, (you have/he has/she has) completed and received credit for (the) (college year/high school grade)?

YES .....	1 (EE-3)
NO .....	2 (EE-1)
REFUSED .....	-7 (EE-1)
DON'T KNOW .....	-8 (EE-1)

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Education-Employment

-----  
Screen Name: EE-1  
Variables: Ranges: Order #:  
YEDLEV 07-25,-7,-8 123  
Sub-Population: All youth  
-----

-----  
Screen Name: SC-13C Change Code:  
Variables: Ranges: Order #: (87-3) A  
YEDCGRAD 1,2,-7,-8 724  
Sub-Population: Youth with educational level unknown  
[YEDLEV (EE-1) EQ -7,-8]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Education-Employment

EE-1. What is the highest grade or level of schooling that you have completed and received credit for?

LESS THAN 8TH GRADE .....	07 (EE-3)
8TH GRADE .....	08 (EE-3)
9TH GRADE .....	09 (EE-3)
10TH GRADE .....	10 (EE-3)
11TH GRADE .....	11 (EE-3)
12TH GRADE .....	12 (EE-3)
1ST YEAR OF 4-YEAR COLLEGE [FR] .....	13 (EE-3)
2ND YEAR OF 4-YEAR COLLEGE [SO] .....	14 (EE-3)
3RD YEAR OF 4-YEAR COLLEGE [JR] .....	15 (EE-3)
4TH YEAR OF 4-YEAR COLLEGE [SR] .....	16 (EE-3)
5TH YEAR COLLEGE, 1ST YEAR	
GRADUATE OR PROFESSIONAL SCHOOL .....	17 (EE-3)
2ND YEAR GRADUATE OR PROFESSIONAL	
SCHOOL .....	18 (EE-3)
3RD YEAR GRADUATE OR PROFESSIONAL	
SCHOOL .....	19 (EE-3)
MORE THAN 3 YEARS GRADUATE OR	
PROFESSIONAL SCHOOL .....	20 (EE-3)
1ST YEAR OF JR OR COMMUNITY COLLEGE .	21 (EE-3)
2ND YEAR OF JR OR COMMUNITY COLLEGE .	22 (EE-3)
1ST YEAR OF VOCATIONAL, BUSINESS,	
OR TRADE SCHOOL .....	23 (EE-3)
2ND YEAR OF VOCATIONAL, BUSINESS,	
OR TRADE SCHOOL .....	24 (EE-3)
MORE THAN 2 YEARS OF VOCATIONAL,	
BUSINESS, OR TRADE SCHOOL .....	25 (EE-3)
REFUSED .....	-7 (SC-13C)
DON'T KNOW .....	-8 (SC-13C)

SC-13C. Are you a college graduate?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Education-Employment

Screen Name:	EE-3		Change Code:
Variables:	Ranges:	Order #:	(87-3) P
YEDPLAN	07-25,-7,-8	125	
Sub-Population:	All youth		

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Education-Employment

EE-3. What is the highest grade or year of school or college  
you plan to eventually complete?

LESS THAN 8TH GRADE .....	07
8TH GRADE .....	08
9TH GRADE .....	09
10TH GRADE .....	10
11TH GRADE .....	11
12TH GRADE .....	12
1ST YEAR OF 4-YEAR COLLEGE [FR] .....	13
2ND YEAR OF 4-YEAR COLLEGE [SO] .....	14
3RD YEAR OF 4-YEAR COLLEGE [JR] .....	15
4TH YEAR OF 4-YEAR COLLEGE [SR] .....	16
5TH YEAR COLLEGE, 1ST YEAR	
GRADUATE OR PROFESSIONAL SCHOOL .....	17
2ND YEAR GRADUATE OR PROFESSIONAL	
SCHOOL .....	18
3RD YEAR GRADUATE OR PROFESSIONAL	
SCHOOL .....	19
MORE THAN 3 YEARS GRADUATE OR	
PROFESSIONAL SCHOOL .....	20
1ST YEAR OF JR OR COMMUNITY COLLEGE ..	21
2ND YEAR OF JR OR COMMUNITY COLLEGE ..	22
1ST YEAR OF VOCATIONAL, BUSINESS,	
OR TRADE SCHOOL .....	23
2ND YEAR OF VOCATIONAL, BUSINESS,	
OR TRADE SCHOOL .....	24
MORE THAN 2 YEARS OF VOCATIONAL,	
BUSINESS, OR TRADE SCHOOL .....	25
REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Education-Employment

-----  
Screen Name: SC-18 Change Code:  
Variables: Ranges: Order #: (87-3) A, W  
RLIVADDR 1,2,-7,-8 720  
Sub-Population: Youth for whom home address is unknown  
[ELIVADDR (SC-18) EQ -7,-8,]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Education-Employment

```

-----
|CATI CHECK #EER9:  IS THE YOUTH'S ELIGIBILITY QUESTIONABLE? |
|                  [ELIGMAIN EQ -8]                          |
|                                                            |
|                  YES ..... 1 (CATI CHECK #EER10)          |
|                  NO ..... 2 (CATI CHECK #EE2A)            |
|                                                            |
|CATI CHECK #EER10: IS THE YOUTH A COLLEGE GRADUATE?         |
|                  [YEDLEV EQ 16,17,18,19,20 OR              |
|                  YEDCGRAD EQ 1,-7,-8]                      |
|                                                            |
|                  YES ..... 1 (CATI CHECK #EER11,          |
|                  FLAG YOUTH AS INELIGIBLE.)               |
|                  NO ..... 2 (CATI CHECK #EER11)           |
|                                                            |
|CATI CHECK #EER11: IS IT KNOWN IF THE YOUTH IS LIVING      |
|                  AT THE ADDRESS OF THE PHONE?             |
|                  [ELIVADDR (SC-18) EQ 1,2]                 |
|                                                            |
|                  YES ..... 1 (CATI CHECK #EER13)          |
|                  NO ..... 2 (SC-18)                       |
|-----

```

SC-18. Are you living at this address?

[IF RESPONSE IS "NO", PROBE: Are you actually  
a household member and living temporarily away  
from home? IF SO, CODE "YES".]

```

YES ..... 1 (CATI CHECK #EER15)
NO ..... 2 (CATI CHECK #EER12)
REFUSED ..... -7 (CATI CHECK #EER15,
                  FLAG YOUTH AS INELIGIBLE.)
DON'T KNOW ..... -8 (CATI CHECK #EER15,
                     FLAG YOUTH AS INELIGIBLE.)

```

```

-----
|CATI CHECK #EER12:  IS YOUTH CURRENTLY IN SCHOOL?         |
|                  [EE-4 EQ 1,-7,-8]                        |
|                                                            |
|                  YES ..... 1 (SC-18A)                    |
|                  NO ..... 2 (CATI CHECK #EER15)           |
|-----

```



ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Education-Employment

-----  
Screen Name: SC-18A Change Code:  
Variables: Ranges: Order #: (87-3) A  
RLIVDORM 1,2,-7,-8 721  
Sub-Population: Youth who live away from home who may or may not be  
living in a college dormitory  
[ELIVADDR (SC-18) EQ -7,-8 AND  
RLIVADDR (SC-18) EQ 2 AND  
YEDCUR (EE-4) EQ 1,-7,-8] OR  
[ELIVADDR (SC-18) EQ 2 AND  
YEDCUR (EE-4) EQ 1,-7,-8 AND  
ELIVDORM (SC-18A) EQ -7,-8,-1]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Education-Employment

SC-18A. Are you living in undergraduate student housing?

[That is, undergraduate housing that is owned, leased  
or sponsored by the school you are attending?]

YES ..... 1 (CATI CHECK #EER15)  
NO ..... 2 (CATI CHECK #EER15,  
FLAG YOUTH AS INELIGIBLE.)  
REFUSED ..... -7 (CATI CHECK #EER15,  
FLAG YOUTH AS INELIGIBLE.)  
DON'T KNOW ..... -8 (CATI CHECK #EER15,  
FLAG YOUTH AS INELIGIBLE.)

-----  
| CATI CHECK #EER13: DOES THE YOUTH LIVE AWAY FROM HOME? |  
| [ELIVADDR (SC-18) EQ 2] |

| YES ..... 1 (CATI CHECK #EER14) |  
| NO ..... 2 (CATI CHECK #EER15) |

| CATI CHECK #EER14: IS IT KNOWN IF THE YOUTH LIVES |  
| IN STUDENT HOUSING? |  
| [SC-18A EQ 1,2] |

| YES ..... 1 (CATI CHECK #EER15) |  
NO ..... 2 (SC-18A)

-----  
| CATI CHECK #EER15: IS THE YOUTH ELIGIBLE FOR THE |  
| MAIN INTERVIEW? |

| YES ..... 1 (CATI CHECK #EE2A) |  
NO ..... 2 (TERMINATION)

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Education-Employment

-----  
Screen Name: EE-7  
Variables: Ranges: Order #:  
YNUMLET 1,2,3,-7,-8 127  
Sub-Population: Youth who have completed more than 8 years  
of school  
[YEDLEV (EE-1) GT 8] OR [YEDLEV EQ -7,-8]  
  
YEDGRADE 1-7,-7,-8 128  
Sub-Population: Youth who have completed more than 8 years  
of school, whose school used letter or  
number grades  
[YNUMLET (EE-7) EQ 1,2]  
-----

-----  
Screen Name: EE-9\_12 Change Code:  
Variables: Ranges: Order #: (87-2) R  
YEDELALG 1,2,3,-7,-8 129  
Sub-Population: Youth who have completed more than 8 years  
of school  
[YEDLEV (EE-1) GT 8] OR  
[YEDLEV EQ -7,-8]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Education-Employment

CATI CHECK #EE2A: HAS RESPONDENT COMPLETED AT LEAST THE  
EIGHTH GRADE OF SCHOOL?  
[EE-1 > 8 OR EE-1 = -7,-8]

YES ..... 1 (EE-7)  
NO ..... 2 (EE-16)

EE-7. (Does/Did) your school use letter or number grades?

LETTER ..... 1  
NUMBER ..... 2  
NEITHER ..... 3 (EE-9\_12)  
REFUSED ..... -7 (EE-9\_12)  
DON'T KNOW ..... -8 (EE-9\_12)

[IF LETTER ASK LETTER, IF NUMBER ASK NUMBER]

What grades (do/did) you usually get in school?

(Are/Were) they...

mostly A's 90-100 ..... 1  
mostly A's & B's 85-89 ..... 2  
mostly B's 80-84 ..... 3  
mostly B's & C's 75-79 ..... 4  
mostly C's 70-74 ..... 5  
mostly C's & D's 65-69 ..... 6  
mostly D's & F's 64 or below ..... 7  
REFUSED ..... -7  
DON'T KNOW ..... -8

EE-9\_12. Now I have a list of high school mathematics and technical  
courses. As I read each one, please tell me whether you  
have taken or plan to take that course in regular high  
school.

Elementary algebra?

TAKEN OR CURRENTLY TAKING ..... 1  
PLAN TO TAKE ..... 2  
NOT TAKEN AND NOT PLANNING TO ..... 3  
REFUSED ..... -7  
DON'T KNOW ..... -8

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Education-Employment

-----  
Screen Name: EE-9\_12 Change Code:  
Variables: Ranges: Order #: (87-2) R  
YEDGEOM 1,2,3,-7,-8 130  
Sub-Population: Youth who have completed more than 8 years  
of school  
[YEDLEV (EE-1) GT 8] OR  
[YEDLEV EQ -7,-8]  
-----

-----  
Screen Name: EE-9\_12 Change Code:  
Variables: Ranges: Order #: (87-2) R  
YEDINALG 1,2,3,-7,-8 131  
Sub-Population: Youth who have completed more than 8 years  
of school  
[YEDLEV (EE-1) GT 8] OR  
[YEDLEV EQ -7,-8]  
-----

-----  
Screen Name: EE-9\_12 Change Code:  
Variables: Ranges: Order #: (87-2) R  
YEDTRIG 1,2,3,-7,-8 132  
Sub-Population: Youth who have completed more than 8 years  
of school  
[YEDLEV (EE-1) GT 8] OR  
[YEDLEV EQ -7,-8]  
-----

-----  
Screen Name: DE-36 Change Code:  
Variables: Ranges: Order #: (87-2) S  
YDROTCEV 1,2,-7,-8 582 (87-3) L  
Sub-Population: All youth  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Education-Employment

EE-9\_12. Plane geometry?

TAKEN OR CURRENTLY TAKING .....	1
PLAN TO TAKE .....	2
NOT TAKEN AND NOT PLANNING TO .....	3
REFUSED .....	-7
DON'T KNOW .....	-8

EE-9\_12. Intermediate algebra?

TAKEN OR CURRENTLY TAKING .....	1
PLAN TO TAKE .....	2
NOT TAKEN AND NOT PLANNING TO .....	3
REFUSED .....	-7
DON'T KNOW .....	-8

EE-9\_12. Trigonometry?

TAKEN OR CURRENTLY TAKING .....	1
PLAN TO TAKE .....	2
NOT TAKEN AND NOT PLANNING TO .....	3
REFUSED .....	-7
DON'T KNOW .....	-8

DE-36. Did you ever participate in a Reserve Officer's  
Training Corps [ROTC] course?

YES .....	1	(DE-37)
NO .....	2	(EE-16)
REFUSED .....	-7	(EE-16)
DON'T KNOW .....	-8	(EE-16)

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Education-Employment

-----  
Screen Name: DE-37 Change Code:  
Variables: Ranges: Order #: (87-3) L  
YDROTCJS 1,2,-7,-8 583  
Sub-Population: Youth who have participated in a ROTC course  
[YDROTCJCV (DE-36) EQ 1]  
-----

-----  
Screen Name: DE-38 Change Code:  
Variables: Ranges: Order #: (87-3) L  
YDROTCBR 1-3,-7,-8 584  
Sub-Population: Youth who have participated in a ROTC  
course in college  
[YDROTCJCS (DE-37) EQ 2]  
-----

-----  
Screen Name: EE-16 Change Code:  
Variables: Ranges: Order #: (87-3) P  
YEMPCUR 1,2,-7,-8 133  
Sub-Population: All youth  
-----

-----  
Screen Name: EE-17  
Variables: Ranges: Order #:  
YEMPLOOK 1,2,-7,-8 134  
Sub-Population: Youth not currently employed  
[YEMPCUR (EE-16) EQ 2,-7,-8]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Education-Employment

DE-37. Was that Junior ROTC in high school or  
 Senior ROTC in college?

JUNIOR [IN HIGH SCHOOL] .....	1	(EE-16)
SENIOR [IN COLLEGE] .....	2	(DE-38)
REFUSED .....	-7	(EE-16)
DON'T KNOW .....	-8	(EE-16)

DE-38. Was that Army ROTC, Air Force ROTC, or Navy ROTC?

ARMY .....	1
AIR FORCE .....	2
NAVY .....	3
REFUSED .....	-7
DON'T KNOW .....	-8

EE-16. Are you currently employed either full-time or  
 part-time?

YES .....	1	(EE-19)
NO .....	2	(EE-17)
REFUSED .....	-7	(EE-17)
DON'T KNOW .....	-8	(EE-17)

EE-17. Are you looking for work now?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8



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Module: Education-Employment

-----  
Screen Name: EE-19  
Variables: Ranges: Order #:  
YEMPHOUR 0,1-85,-7,-8 135  
Sub-Population: All youth  
-----

-----  
Screen Name: EE-20  
Variables: Ranges: Order #:  
YEMPEVER 1,2,-7,-8 139  
Sub-Population: Youth who do/did not work full time  
[YEMPHOUR GE 1 AND YEMPHOUR LT 35] OR  
[YEMPHOUR EQ -7,-8]  
-----

-----  
Screen Name: EE-24  
Variables: Ranges: Order #:  
YEMPEASY 1-4,-7,-8 140  
Sub-Population: All youth  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Education-Employment

EE-19. How many hours per week (do/did) you usually work  
at your (main/last) job?

[ENTER 0 FOR NEVER HAD A JOB]

HOURS WORKED ..... (CATI CHECK #EE3)

NEVER HAD A JOB ..... 0 (EE-24)  
REFUSED ..... -7 (EE-20)  
DON'T KNOW ..... -8 (EE-20)

-----  
| CATI CHECK #EE3: DID/DOES YOUTH WORK FULL TIME? |  
| [EE-19 > 34] |

| YES ..... 1 (EE-24) |  
NO ..... 2 (EE-20)

EE-20. Have you ever held a full-time job?

[MORE THAN 34 HOURS PER WEEK]

YES ..... 1  
NO ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8

EE-24. How easy or difficult is it for someone your age to get  
a full-time job in your community? Is it....

almost impossible, ..... 1  
very difficult, ..... 2  
somewhat difficult, or ..... 3  
not difficult at all? ..... 4  
REFUSED ..... -7  
DON'T KNOW ..... -8

[GO TO INTENTIONS & PROPENSITY MODULE]

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Education-Employment

END OF EDUCATION-EMPLOYMENT MODULE

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Intentions-Propensity

Questionnaire

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Intentions-Propensity

-----  
Screen Name: IP-1  
Variables: Ranges: Order #:  
YIPDOSCH 1,2,-7,-8 141  
YIPDOEMP 1,2,-7,-8 142  
YIPDOIDL 1,2,-7,-8 143  
YIPDOMIL 1,2,-7,-8 144  
YIPDOOTH 1,2,-7,-8 145  
Sub-Population: All youth  
-----

-----  
Screen Name: IP-3  
Variables: Ranges: Order #:  
YPBRAN1 1-5,-7,-8 146  
Sub-Population: Youth who might be joining the military  
[YIPDOMIL (IP-1) EQ 1]  
-----

-----  
Screen Name: IP-4  
Variables: Ranges: Order #:  
YPCOMP1 1,2,3,-7,-8 148  
Sub-Population: Youth who might be joining the military  
[YPBRAN1 (IP-3) EQ 1,2,3,4,5]  
-----

-----  
Screen Name: IP-5  
Variables: Ranges: Order #:  
YPBRAN2 1-6,-7,-8 149  
Sub-Population: Youth who might be joining the military  
[YPBRAN1 (IP-3) EQ 1,2,3,4,5]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Intentions-Propensity

IP-1. Now let's talk about your plans for the next few years. What do you think you might be doing?

[PROBE: Anything else?]

[RECORD ALL THAT APPLY. ENTER CTRL/P TO EXIT.]

GOING TO SCHOOL .....	1	(IP-7)
WORKING .....	2	(IP-7)
DOING NOTHING .....	3	(IP-7)
JOINING THE MILITARY/SERVICE .....	4	(IP-3)
OTHER .....	5	(IP-7)
REFUSED .....	-7	(IP-7)
DON'T KNOW .....	-8	(IP-7)

IP-3. You said that you might be joining the military. Which branch of the service would that be?

AIR FORCE .....	1	(IP-4)
ARMY .....	2	(IP-4)
COAST GUARD .....	3	(IP-4)
MARINE CORPS .....	4	(IP-4)
NAVY .....	5	(IP-4)
REFUSED .....	-7	(IP-7)
DON'T KNOW .....	-8	(IP-7)

IP-4. Which type of service would that be?  
Would it be...

active duty, .....	1
the Reserve, or .....	2
the National Guard? .....	3
REFUSED .....	-7
DON'T KNOW .....	-8

IP-5. If you found for some reason you couldn't join the (SERVICE FROM IP-3), which branch of the service would be your next choice?

AIR FORCE .....	1	(IP-6)
ARMY .....	2	(IP-6)
COAST GUARD .....	3	(IP-6)
MARINE CORPS .....	4	(IP-6)
NAVY .....	5	(IP-6)
NONE .....	6	(IP-7)
REFUSED .....	-7	(IP-7)
DON'T KNOW .....	-8	(IP-7)

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Intentions-Propensity

-----  
Screen Name: IP-6  
Variables: Ranges: Order #:  
YPCOMP2 1,2,3,-7,-8 151  
Sub-Population: Youth who might be joining the military  
[YPBRAN2 (IP-5) EQ 1,2,3,4,5]  
-----

-----  
Screen Name: IP-7  
Variables: Ranges: Order #: Change Code:  
YPROBMIL 1-4,-7,-8 152 (87-2) W  
Sub-Population: All youth  
-----

-----  
Screen Name: IP-14  
Variables: Ranges: Order #: Change Code:  
YPROBCOL 1-4,-7,-8 153 (87-2) W  
Sub-Population: All youth  
-----

-----  
Screen Name: IP-15  
Variables: Ranges: Order #:  
YPCOL24 1,2,-7,-8 154  
Sub-Population: Youth who are likely to go to college  
[YPROBCOL (IP-14) EQ 1,2]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Intentions-Propensity

IP-6. Which type of service would that be?  
 Would it be...

active duty, .....	1
the Reserve, or .....	2
the National Guard? .....	3
REFUSED .....	-7
DON'T KNOW .....	-8

IP-7. Now I'm going to ask you about several things young  
 (men/women) your age might do in the next few years.  
 Please tell me whether you will definitely, probably,  
 probably not or definitely not be doing each of the  
 following things.

How likely is it that you will be serving  
 in the military?

DEFINITELY .....	1
PROBABLY .....	2
PROBABLY NOT .....	3
DEFINITELY NOT .....	4
REFUSED .....	-7
DON'T KNOW .....	-8

IP-14. How likely is it that you will be going  
 to college?

DEFINITELY .....	1 (IP-15)
PROBABLY .....	2 (IP-15)
PROBABLY NOT .....	3 (IP-16)
DEFINITELY NOT .....	4 (IP-16)
REFUSED .....	-7 (IP-16)
DON'T KNOW .....	-8 (IP-16)

IP-15. Do you think that you will go to  
 a two-year or four-year college?

TWO-YEAR COLLEGE .....	1
FOUR-YEAR COLLEGE .....	2
REFUSED .....	-7
DON'T KNOW .....	-8



ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Intentions-Propensity

-----  
Screen Name: IP-11 Change Code:  
Variables: Ranges: Order #: (87-2) W  
YPROBARO 1-4,-7,-8 155  
Sub-Population: Youth who are likely to go to college  
[YPROBCOL (IP-14) EQ 1,2]  
-----

-----  
Screen Name: IP-16 Change Code:  
Variables: Ranges: Order #: (87-2) W  
YPROBVOC 1-4,-7,-8 156  
Sub-Population: All youth  
-----

-----  
Screen Name: IP-12 Change Code:  
Variables: Ranges: Order #: (87-2) W  
YPROBEMP 1-4,-7,-8 157  
Sub-Population: All youth  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Intentions-Propensity

IP-11. How likely is it that you will participate in at least one college course offered by the Army Reserve Officer's Training Corps, or Army R.O.T.C.?

DEFINITELY .....	1
PROBABLY .....	2
PROBABLY NOT .....	3
DEFINITELY NOT .....	4
REFUSED .....	-7
DON'T KNOW .....	-8

IP-16. How likely is it that you will be going to vocational or technical school?

DEFINITELY .....	1
PROBABLY .....	2
PROBABLY NOT .....	3
DEFINITELY NOT .....	4
REFUSED .....	-7
DON'T KNOW .....	-8

IP-12. How likely is it that you will be working in a civilian job?

DEFINITELY .....	1 (IP-13)
PROBABLY .....	2 (IP-13)
PROBABLY NOT .....	3 (CATI CHECK #IP1)
DEFINITELY NOT .....	4 (CATI CHECK #IP1)
REFUSED .....	-7 (CATI CHECK #IP1)
DON'T KNOW .....	-8 (CATI CHECK #IP1)

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Intentions-Propensity

-----  
Screen Name: IP-13  
Variables: Ranges: Order #:  
YPFULPAR 1,2,-7,-8 158  
Sub-Population: Youth who are likely to be working in a  
civilian job [YPROBEMP (IP-12) EQ 1,2]  
-----

-----  
Screen Name: IP-2  
Variables: Ranges: Order #:  
YPSAMOCC 1,2,-7,-8 159  
Sub-Population: Youth currently employed and planning to be  
working in the next few years  
[YIPDOEMP (IP-1) EQ 1  
AND YEMPCUR (EE-16) EQ 1,-7,-8]  
-----

-----  
Screen Name: IP-8  
Variables: Ranges: Order #: Change Code:  
YPROBAR 1-4,-7,-8 162 (87-2) W  
Sub-Population: All Youth  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Intentions-Propensity

IP-13. Will this be full-time or part-time?

FULL-TIME ..... 1  
PART-TIME ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8

-----  
| CATI CHECK #IP1: IS YOUTH PLANNING TO BE WORKING DURING |  
| THE NEXT FEW YEARS? |  
| [IP-1 = 2] |  
| |  
| YES ..... 1 (CATI CHECK #IP2) |  
| NO ..... 2 (IP-8) |  
| |  
| #IP2: IS YOUTH CURRENTLY WORKING? |  
| [EE-16 = 1 OR -7 OR -8] |  
| |  
| YES ..... 1 (IP-2) |  
| NO ..... 2 (IP-8) |  
| REFUSED ..... -7 (IP-2) |  
DON'T KNOW .. -8 (IP-2)

IP-2. Do you think that you will be working in  
the same job or occupation you have, or  
a different job or occupation?

SAME JOB OR OCCUPATION ..... 1  
DIFFERENT JOB OR OCCUPATION ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8

IP-8. How likely is it that you will be serving on  
active duty in the Army?

DEFINITELY ..... 1  
PROBABLY ..... 2  
PROBABLY NOT ..... 3  
DEFINITELY NOT ..... 4  
REFUSED ..... -7  
DON'T KNOW ..... -8

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Intentions-Propensity

-----  
Screen Name: IP-9 Change Code:  
Variables: Ranges: Order #: (87-2) W  
YPROBANG 1-4,-7,-8 163  
Sub-Population: All youth  
-----

-----  
Screen Name: IP-10 Change Code:  
Variables: Ranges: Order #: (87-2) W  
YPROBARV 1-4,-7,-8 164  
Sub-Population: All youth  
-----

-----  
Screen Name: IP-11A Change Code:  
Variables: Ranges: Order #: (87-2) W  
YPROBCOM 1-4,-7,-8 165  
Sub-Population: Youth who are planning to go to college  
[YPROBCOL (IP-14) EQ 1,2]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Intentions-Propensity

IP-9. How likely is it that you will be serving in the Army National Guard?

DEFINITELY .....	1
PROBABLY .....	2
PROBABLY NOT .....	3
DEFINITELY NOT .....	4
REFUSED .....	-7
DON'T KNOW .....	-8

IP-10. How likely is it that you will be serving in the Army Reserve?

DEFINITELY .....	1
PROBABLY .....	2
PROBABLY NOT .....	3
DEFINITELY NOT .....	4
REFUSED .....	-7
DON'T KNOW .....	-8

-----	
CATI CHECK #IP3: IS YOUTH PLANNING TO GO TO COLLEGE	
DURING THE NEXT FEW YEARS?	
[IP-14 = 1 OR 2]	
YES .....	
NO .....	
-----	

IP-11A. How likely is it that you will receive an officer's commission through participation in the Army Reserve Officer's Training Corps, or Army R.O.T.C.?

DEFINITELY .....	1
PROBABLY .....	2
PROBABLY NOT .....	3
DEFINITELY NOT .....	4
REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Intentions-Propensity

---

Screen Name:	IP-17	
Variables:	Ranges:	Order #:
YPSCHFUL	1,2,-7,-8	166
YPSCHPRT	1,2,-7,-8	167
YPWRKFUL	1,2,-7,-8	168
YPWRKPRT	1,2,-7,-8	169
YPSRVMIL	1,2,-7,-8	170
YPHOMEMK	1,2,-7,-8	171
YPOTH	1,2,-7,-8	172
Sub-Population:	All youth	

---

---

Screen Name:	IP-20	
Variables:	Ranges:	Order #:
YPROBTAR	1-4,-7,-8	173
Sub-Population:	All youth	

---

---

Screen Name:	IP-21	
Variables:	Ranges:	Order #:
YPROBADO	1-4,-7,-8	174
Sub-Population:	All youth	

---

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Intentions-Propensity

IP-17. We've talked about several things you might be doing in the next few years. Taking everything into consideration, what are you most likely to be doing in the next year?

[IF "GOING TO SCHOOL" OR "WORKING" PROBE:

Will that be full-time or part-time?]

[RECORD ALL THAT APPLY. ENTER CTRL/P TO EXIT.]

GOING TO SCHOOL FULL-TIME .....	1
GOING TO SCHOOL PART-TIME .....	2
WORKING FULL-TIME .....	3
WORKING PART-TIME .....	4
SERVING IN THE MILITARY .....	5
BEING A FULL-TIME HOMEMAKER .....	6
OTHER .....	7
REFUSED .....	-7
DON'T KNOW .....	-8

IP-20. How likely is it that you will talk to someone [such as family, friends, or teacher] about joining the Army?

DEFINITELY .....	1
PROBABLY .....	2
PROBABLY NOT .....	3
DEFINITELY NOT .....	4
REFUSED .....	-7
DON'T KNOW .....	-8

IP-21. How likely is it that you will do something about joining the Army [such as see an Army Recruiter, call a toll-free number, answer an Army ad, or visit an Army base]?

DEFINITELY .....	1
PROBABLY .....	2
PROBABLY NOT .....	3
DEFINITELY NOT .....	4
REFUSED .....	-7
DON'T KNOW .....	-8



ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Intentions-Propensity

-----  
Screen Name: IP-18  
Variables: Ranges: Order #:  
YPTHOTM 1,2,-7,-8 175  
Sub-Population: All youth  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Intentions-Propensity

IP-18. Before we talked today, had you ever  
thought about joining the military?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

[GO TO BEHAVIORS MODULE]

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Intentions-Propensity

END OF INTENTIONS-PROPENSITY MODULE

Annotation

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Behaviors

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Behaviors

---

Screen Name: BE-1A  
 Variables: Ranges: Order #:  
 YBAEVREC 1,2,-7,-8 176  
 Sub-Population: All youth

---



---

Screen Name: BE-1  
 Variables: Ranges: Order #:  
 YBATALK 1,2,-7,-8 177  
 Sub-Population: All youth

---



---

Screen Name: BE-2  
 Variables: Ranges: Order #:  
 YBAFREN 1,2,-7,-8 178  
 YBAMOM 1,2,-7,-8 179  
 YBADAD 1,2,-7,-8 180  
 YBASIB 1,2,-7,-8 181  
 YBAREL 1,2,-7,-8 182  
 YBASPOU 1,2,-7,-8 183  
 YBATEAC 1,2,-7,-8 184  
 YBACOUN 1,2,-7,-8 185  
 YBAREC 1,2,-7,-8 186  
 YBACOW 1,2,-7,-8 187  
 YBABOSS 1,2,-7,-8 188  
 YBAOTH 1,2,-7,-8 189  
 Sub-Population: Youth who have talked with someone about  
 joining the Army  
 [YBATALK (BE-1) EQ 1]

---

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Behaviors

BE-1A. Have you ever talked with any military recruiter to get information about the military?

YES	1
NO	2
REFUSED	-7
DON'T KNOW	-8

BE-1. In the past six months, have you talked with anyone about possibly joining the Army?

YES .....	1	(BE-2)
NO .....	2	(BE-10)
REFUSED .....	-7	(BE-10)
DON'T KNOW .....	-8	(BE-10)

BE-2. With whom have you talked?

[RECORD ALL THAT APPLY. ENTER CTRL/P TO EXIT.]

FRIENDS	01
MOTHER	02
FATHER	03
A BROTHER OR SISTER	04
SOME OTHER RELATIVE	05
BOY/GIRL FRIEND OR SPOUSE	06
A TEACHER	07
A COUNSELOR AT SCHOOL	08
A RECRUITER	09
CO-WORKER	10
EMPLOYER	11
OTHERS	12
REFUSED	-7
DON'T KNOW	-8

```
| CATI CHECK #BE1:  WERE FRIENDS MENTIONED?
|                  [BE-2 = 01]
|
|                  YES ..... 1  (BE-3)
|                  NO ..... 2  (CATI CHECK #BE2)
```

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Behaviors

-----  
Screen Name: BE-3  
Variables: Ranges: Order #:  
YBAFRSCH 1,2,-7,-8 190  
Sub-Population: Youth who have talked with friends about  
joining the Army  
[YBAFREN (BE-2) EQ 1]  
-----

-----  
Screen Name: BE-4  
Variables: Ranges: Order #:  
YBAFREMP 1,2,-7,-8 191  
Sub-Population: Youth who have talked with friends about  
joining the Army  
[YBAFREN (BE-2) EQ 1]  
-----

-----  
Screen Name: BE-5  
Variables: Ranges: Order #:  
YBAFRMIL 1,2,-7,-8 193  
Sub-Population: Youth who have talked with friends about  
joining the Army  
[YBAFREN (BE-2) EQ 1]  
-----

-----  
Screen Name: BE-6  
Variables: Ranges: Order #:  
YBAFPAR 1,2,-7,-8 194  
Sub-Population: Youth who have talked with friends in service  
about joining the Army  
[YBAFRMIL (BE-5) EQ 1]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Behaviors

BE-3. You mentioned talking with friends. Were these friends from school?

YES ..... 1  
 NO ..... 2  
 REFUSED ..... -7  
 DON'T KNOW ..... -8

BE-4. Were these friends at work?

YES ..... 1  
 NO ..... 2  
 REFUSED ..... -7  
 DON'T KNOW ..... -8

BE-5. Were these friends in the service?

YES ..... 1 (BE-6)  
 NO ..... 2 (CATI CHECK #BE2)  
 REFUSED ..... -7 (CATI CHECK #BE2)  
 DON'T KNOW ..... -8 (CATI CHECK #BE2)

BE-6. Were these friends in the Army?

YES ..... 1  
 NO ..... 2  
 REFUSED ..... -7  
 DON'T KNOW ..... -8



ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Behaviors

-----  
Screen Name: BE-7  
Variables: Ranges: Order #:  
YBMREC 1,2,-7,-8 195  
Sub-Population: Youth who have talked with someone about  
joining the Army, but who did not mention  
a recruiter  
[YBATALK (BE-1) EQ 1 AND  
YBAREC (BE-2) EQ 2,-7,-8]  
-----

-----  
Screen Name: BE-8  
Variables: Ranges: Order #:  
YBMRECAR 1,2,-7,-8 196  
YBMRECAF 1,2,-7,-8 197  
YBMRECNA 1,2,-7,-8 198  
YBMRECMC 1,2,-7,-8 199  
Sub-Population: Youth who have talked with a recruiter  
about joining the Army  
[YBAREC (BE-2) EQ 1] OR  
[YBMREC (BE-7) EQ 1]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Behaviors

```

-----
| CATI CHECK #BE2:  WAS RECRUITER MENTIONED?      |
|                                     [BE-2 = 09]      |
|                                     |               |
|                                     YES ..... 1   (BE-8) |
|                                     NO ..... 2   (BE-7) |
|                                     |               |
-----
  
```

BE-7. In the past six months, have you talked to an  
 Armed Forces recruiter about military service?

```

YES ..... 1   (BE-8)
NO ..... 2   (BE-10)
REFUSED ..... -7 (BE-10)
DON'T KNOW ..... -8 (BE-10)
  
```

BE-8. Was the recruiter you spoke with an...

	YES	NO	REF	DK
Army recruiter? ..... 1 (BE-8A)		2	-7	-8
Air Force recruiter? .... 1 (BE-10)		2	-7	-8
Navy recruiter? ..... 1 (BE-10)		2	-7	-8
Marine recruiter? ..... 1 (BE-10)		2	-7	-8

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Behaviors

-----  
Screen Name: BE-8A  
Variables: Ranges: Order #:  
YBACONT 1-6,-7,-8 200  
Sub-Population: Youth who have talked with an Army  
recruiter  
[YBMRECAR (BE-8) EQ 1]  
-----

-----  
Screen Name: BE-8B  
Variables: Ranges: Order #:  
YBATAALK1 1-6,-7,-8 201  
Sub-Population: Youth who have talked with an Army  
recruiter  
[YBMRECAR (BE-8) EQ 1]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Behaviors

BE-8A. How did you have your first contact with the Army recruiter?

[READ ALL RESPONSE CATEGORIES BEFORE CODING THE ANSWER.]

Did you contact the Army recruiter on the advice of another Service recruiter, .....	1
did you contact the Army recruiter first, .....	2
were you contacted by the Army recruiter first, .....	3
were you with a friend with whom the recruiter was meeting, ...	4
did you contact an Army recruiter through a U.S. Army Reserve or National Guard unit or member, or .....	5
was your first contact by some other way? .....	6
REFUSED .....	-7
DON'T KNOW .....	-8

BE-8B. Under what circumstances did you first talk with an Army  
recruiter? Did you talk...

by telephone, .....	1
at a recruiting station, .....	2
at a job fair, .....	3
at school, .....	4
at an Army Reserve unit, or .....	5
some other way? .....	6
REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
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Module: Behaviors

Screen Name: BE-10  
Variables: Ranges: Order #:  
YBAGIFT 1,2,-7,-8 202  
Sub-Population: All youth

Screen Name: BE-11  
Variables: Ranges: Order #: Change Code:  
YBAVISIT 1,2,-7,-8 203 (87-3) W  
Sub-Population: All youth

Screen Name: BE-12A  
Variables: Ranges: Order #: Change Code:  
YBATEEVR 1,2,-7,-8 725 (87-3) A  
Sub-Population: All youth

Screen Name: BE-12  
Variables: Ranges: Order #: Change Code:  
YBATEST 1,2,-7,-8 204 (87-3) P, S  
Sub-Population: Youth who have ever taken an Army test  
[YBATEEVR (BE-12A) EQ 1,-7,-8]

ACOMS Annotated Questionnaire  
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 Module: Behaviors

BE-10. In the past six months, have you responded to an Army ad by calling a toll-free number or sending for a gift?

YES ..... 1  
 NO ..... 2  
 REFUSED ..... -7  
 DON'T KNOW ..... -8

BE-11. In the past six months, have you visited an Army recruiting station?

YES ..... 1  
 NO ..... 2  
 REFUSED ..... -7  
 DON'T KNOW ..... -8

BE-12A. Have you ever taken a written test used for the Army, such as the Armed Services Vocational Aptitude Battery?

YES ..... 1 (BE12)  
 NO ..... 2 (CATI CHECK #BE3)  
 REFUSED ..... -7 (BE12)  
 DON'T KNOW ..... -8 (BE12)

BE-12. In the past six months, have you taken a written test used for the Army, such as the Armed Services Vocational Aptitude Battery?

YES ..... 1  
 NO ..... 2  
 REFUSED ..... -7  
 DON'T KNOW ..... -8

-----  
 | CATI CHECK #BE3: IS RESPONDENT CURRENTLY IN COLLEGE OR |  
 | HAS RESPONDENT EVER BEEN IN COLLEGE? |  
 | [EE-6 = 8 OR 9] |  
 |  
 | YES ..... 1 (CATI CHECK #BE4) |  
NO ..... 2 (BE-16)

ACOMS Annotated Questionnaire  
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Module: Behaviors

-----  
Screen Name: BE-16  
Variables: Ranges: Order #:  
YBCTHOT 1,2,-7,-8 205  
Sub-Population: Screener respondents not currently enrolled  
in college and youth, who were not screener  
respondents, who are not currently enrolled  
in college or were not last enrolled  
in college  
[YUTHNUM EQ 01 AND EEDENTYP (SC-15) NE 8,9] OR  
[YUTHNUM NE 01 AND YEDKIND (EE-6) NE 8,9]  
-----

-----  
Screen Name: BE-17  
Variables: Ranges: Order #:  
YBCTALK 1,2,-7,-8 206  
Sub-Population: Youth who have thought of going to college  
[YBCTHOT (BE-16) EQ 1,-7,-8]  
-----

-----  
Screen Name: BE-18  
Variables: Ranges: Order #:  
YBCFREN 1,2,-7,-8 207  
YBCMOM 1,2,-7,-8 208  
YBCDAD 1,2,-7,-8 209  
YBCSIB 1,2,-7,-8 210  
YBCREL 1,2,-7,-8 211  
YBCSPOU 1,2,-7,-8 212  
YBCTEAC 1,2,-7,-8 213  
YBCCOUN 1,2,-7,-8 214  
YBCREC 1,2,-7,-8 215  
YBCCOW 1,2,-7,-8 216  
YBCBOSS 1,2,-7,-8 217  
YBCOTH 1,2,-7,-8 218  
Sub-Population: Youth who have talked to someone about going  
to college  
[YBCTALK (BE-17) EQ 1]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Behaviors

BE-16. In the past six months, have you given any thought to going to college?

YES ..... 1 (BE-17)  
 NO ..... 2 (CATI CHECK #BE4)  
 REFUSED ..... -7 (BE-17)  
 DON'T KNOW ..... -8 (BE-17)

BE-17. In the past six months, have you talked to anyone about going to college?

YES ..... 1 (BE-18)  
 NO ..... 2 (BE-21)  
 REFUSED ..... -7 (BE-21)  
 DON'T KNOW ..... -8 (BE-21)

BE-18. With whom have you talked?

[RECORD ALL THAT APPLY. ENTER CTRL/P TO EXIT.]

FRIENDS ..... 01  
 MOTHER ..... 02  
 FATHER ..... 03  
 A BROTHER OR SISTER ..... 04  
 SOME OTHER RELATIVE ..... 05  
 BOY/GIRL FRIEND OR SPOUSE ..... 06  
 A TEACHER ..... 07  
 A COUNSELOR AT SCHOOL ..... 08  
 A RECRUITER ..... 09  
 CO-WORKER ..... 10  
 EMPLOYER ..... 11  
 OTHERS ..... 12  
 REFUSED ..... -7  
 DON'T KNOW ..... -8



ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Behaviors

-----

Screen Name: BE-19  
 Variables: Ranges: Order #:  
 YBCACF 1,2,-7,-8 219  
 YBCGI 1,2,-7,-8 220  
 YBCROTC 1,2,-7,-8 221  
 YBCVEAP 1,2,-7,-8 222  
 Sub-Population: Youth who have talked to someone about going  
 to college  
 [YBCTALK (BE-17) EQ 1]

-----

Screen Name: BE-21A Change Code:  
 Variables: Ranges: Order #: (87-3) A  
 YBCTEEVR 1,2,-7,-8 726  
 Sub-Population: Youth who have thought of going to college  
 [YBCTHOT (BE-16) EQ 1,-7,-8]

-----

Screen Name: BE-21 Change Code:  
 Variables: Ranges: Order #: (87-3) P, S  
 YBCTEST 1,2,-7,-8 223  
 Sub-Population: Youth who have ever taken a college  
 admissions test  
 [YBCTEEVR (BE-21A) EQ 1,-7,-8]

-----

Screen Name: BE-24A Change Code:  
 Variables: Ranges: Order #: (87-3) A  
 YBCAPEVR 1,2,-7,-8 727  
 Sub-Population: Youth who have thought of going to college  
 [YBCTHOT (BE-16) EQ 1,-7,-8]

-----

Screen Name: BE-24 Change Code:  
 Variables: Ranges: Order #: (87-3) P, S  
 YBCAPPL 1,2,-7,-8 224  
 Sub-Population: Youth who have ever submitted a  
 college application  
 [YBCAPEVR (BE-24A) EQ 1,-7,-8]

-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Behaviors

BE-19. Have they talked to you about...

	YES	NO	REF	DK
the Army College Fund .....	1	2	-7	-8
the GI Bill .....	1	2	-7	-8
R.O.T.C. Scholarships .....	1	2	-7	-8
VEAP [Veterans Educational Assistance Package] .....	1	2	-7	-8

BE-21A. Have you ever taken any college admissions test,  
for example, the PSAT, SAT, or ACT?

YES .....	1	(BE21)
NO .....	2	(BE24A)
REFUSED .....	-7	(BE21)
DON'T KNOW .....	-8	(BE21)

BE-21. In the past six months, have you taken any college  
admissions tests for example, the PSAT, SAT, or ACT?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

BE-24A. Have you ever submitted a college application?

YES .....	1	(BE24)
NO .....	2	(CATI CHECK #BE4)
REFUSED .....	-7	(BE24)
DON'T KNOW .....	-8	(BE24)

BE-24. In the past six months, have you submitted a  
college application?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Behaviors

-----  
Screen Name: BE-25  
Variables: Ranges: Order #:  
YBWTHT 1,2,-7,-8 225  
Sub-Population: Youth not currently employed full time  
[YEMPCUR (EE-16) EQ 2,-7,-8] OR  
[YEMPHOUR (EE-19) LT 35]  
-----

-----  
Screen Name: BE-26  
Variables: Ranges: Order #:  
YBWTALK 1,2,-7,-8 226  
Sub-Population: Youth not currently employed full time who  
have thought of getting a full-time civilian  
job  
[YBWTHT (BE-25) EQ 1,-7,-8]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Behaviors

-----  
CATI CHECK #BE4: IS YOUTH CURRENTLY EMPLOYED FULL-TIME? |  
[EE-16 = 1 AND EE-19 >34] |  
|  
| YES ..... 1 (SOCIAL INFLUENCE |  
| MODULE) |  
NO ..... 2 (BE-25)

BE-25. In the past six months, have you given any thought  
to getting a full-time civilian job?

YES ..... 1 (BE-26)  
NO ..... 2 (SOCIAL INFLUENCE MODULE)  
REFUSED ..... -7 (BE-26)  
DON'T KNOW ..... -8 (BE-26)

BE-26. In the past six months, have you spoken with anyone  
about getting a full-time civilian job?

YES ..... 1 (BE-27)  
NO ..... 2 (BE-31)  
REFUSED ..... -7 (BE-31)  
DON'T KNOW ..... -8 (BE-31)

ACOMS Annotated Questionnaire  
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Module: Behaviors

-----  
Screen Name: BE-27  
Variables: Ranges: Order #:  
YBWFREN 1,2,-7,-8 227  
YBWMOM 1,2,-7,-8 228  
YBWDAD 1,2,-7,-8 229  
YBWSIB 1,2,-7,-8 230  
YBWREL 1,2,-7,-8 231  
YBWSPOU 1,2,-7,-8 232  
YBWTEAC 1,2,-7,-8 233  
YBWCOUN 1,2,-7,-8 234  
YBWREC 1,2,-7,-8 235  
YBWCOW 1,2,-7,-8 236  
YBWBOSS 1,2,-7,-8 237  
YBWOTH 1,2,-7,-8 238  
Sub-Population: Youth not currently employed full time who  
have thought of getting a full-time civilian  
job and who have spoken with someone about  
getting a full-time job  
[YBWTALK (BE-26) EQ 1]  
-----

-----  
Screen Name: BE-31  
Variables: Ranges: Order #:  
YBWVISIT 1,2,-7,-8 239  
Sub-Population: Youth not currently employed full time who  
have thought of getting a full-time civilian  
job  
[YBWTHOT (BE-25) EQ 1,-7,-8]  
-----

-----  
Screen Name: BE-32  
Variables: Ranges: Order #:  
YBWAPPL 1,2,-7,-8 240  
Sub-Population: Youth not currently employed full time who  
have thought of getting a full-time civilian  
job  
[YBWTHOT (BE-25) EQ 1,-7,-8]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Behaviors

BE-27. With whom have you spoken?

[RECORD ALL THAT APPLY. ENTER CTRL/P TO EXIT.]

FRIENDS .....	01
MOTHER .....	02
FATHER .....	03
A BROTHER OR SISTER .....	04
SOME OTHER RELATIVE .....	05
BOY/GIRL FRIEND OR SPOUSE .....	06
A TEACHER .....	07
A COUNSELOR AT SCHOOL .....	08
A RECRUITER .....	09
CO-WORKER .....	10
EMPLOYER .....	11
OTHERS .....	12
REFUSED .....	-7
DON'T KNOW .....	-8

BE-31. In the past six months, have you visited any prospective employers or employment agencies?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

BE-32. In the past six months, have you applied for a job?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

[GO TO SOCIAL INFLUENCE MODULE IF RESPONDENT  
 IS TARGET YOUTH. OTHERWISE GO TO IMPORTANCE  
 OF ATTRIBUTES MODULE]

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Behaviors

END OF BEHAVIORS MODULE

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Social Influence



ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Social Influence

---

Screen Name: SI-1  
Variables: Ranges: Order #:  
YARMDAD 1-6,-7,-8 241  
YARMMOM 1-6,-7,-8 242  
YARMFARM 1-6,-7,-8 243  
YARFMIL 1-6,-7,-8 244  
YARMFNO 1-6,-7,-8 245  
YARMCOUN 1-6,-7,-8 246  
YARMTEAC 1-6,-7,-8 247  
YARMSTUD 1-6,-7,-8 249  
Sub-Population: All target youth  
[YUTHNUM EQ TARGYUTH]

YARMCOW 1-6,-7,-8 248  
YARMBOSS 1-6,-7,-8 250  
Sub-Population: Target youth who have been employed at some  
time  
[YUTHNUM EQ TARGYUTH] AND  
[YEMPHOUR (EE-19) EQ -7,-8 OR YEMPHOUR > 0]

---



---

Screen Name: SI-2  
Variables: Ranges: Order #:  
YFRENMIL 1,2,-7,-8 251  
Sub-Population: All target youth  
[YUTHNUM EQ TARGYUTH]

---

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Social Influence

SI-0. Now I am going to ask you a few questions about the attitudes of your family and friends about the military.

SI-1. For each of the following people, please tell me how you think they would feel about your enlisting in the Army. Use a scale of 1 to 5 where a 1 means they would think it is a very bad idea, 2 means it's a bad idea, 3 means it's neither a good nor a bad idea, 4 means it's a good idea, and 5 means they would think your enlisting would be a very good idea.

[CODE 6 IF NOT APPLICABLE, PERSON DECEASED, OR DOES NOT EXIST]

	VB				VG	NA	REF	DK
Your father? .....	1	2	3	4	5	6	-7	-8
Your mother? .....	1	2	3	4	5	6	-7	-8
Friends with Army experience? .....	1	2	3	4	5	6	-7	-8
Friends with other military experience? .....	1	2	3	4	5	6	-7	-8
Friends with no military experience? .....	1	2	3	4	5	6	-7	-8
Your school counselor? .....	1	2	3	4	5	6	-7	-8
Your teachers? ....	1	2	3	4	5	6	-7	-8
Your co-workers? ..	1	2	3	4	5	6	-7	-8
Your fellow students? .....	1	2	3	4	5	6	-7	-8
Your employer? ....	1	2	3	4	5	6	-7	-8

SI-2. Do you have friends who are currently serving in the military?

YES ..... 1 (SI-3)  
NO ..... 2 (SI-5)  
REFUSED ..... -7 (SI-5)  
DON'T KNOW ..... -8 (SI-5)

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Social Influence

-----  
Screen Name: SI-3  
Variables: Ranges: Order #:  
YFRENAF 1,2,-7,-8 252  
YFRENAR 1,2,-7,-8 253  
YFRENCG 1,2,-7,-8 254  
YFRENMC 1,2,-7,-8 255  
YFRENNA 1,2,-7,-8 256  
Sub-Population: Target youth with friends currently serving  
in the military  
[YFRENMIL (SI-2) EQ 1]  
-----

-----  
Screen Name: SI-4  
Variables: Ranges: Order #:  
YFRENACT 1,2,-7,-8 257  
YFRENARV 1,2,-7,-8 258  
YFRENANG 1,2,-7,-8 259  
YFRENARO 1,2,-7,-8 260  
Sub-Population: Target youth with friends currently serving  
in the Army  
[YFRENAR (SI-3) EQ 1]  
-----

-----  
Screen Name: SI-5  
Variables: Ranges: Order #:  
YFAMMIL 1,2,-7,-8 261  
Sub-Population: All target youth  
[YUTHNUM EQ TARGYUTH]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Social Influence

SI-3. In what branch of the military are these friends serving?

[RECORD ALL THAT APPLY. ENTER CTRL/P TO EXIT.]

AIR FORCE ..... 1  
ARMY ..... 2  
COAST GUARD ..... 3  
MARINE CORPS ..... 4  
NAVY ..... 5  
REFUSED ..... -7  
DON'T KNOW ..... -8

-----  
CATI CHECK #SI1: FRIENDS IN ARMY?  
[SI-3 = 2]  
  
YES ..... 1 (SI-4)  
NO ..... 2 (SI-5)  
-----

SI-4. Are your friends in the Army serving in the...

	YES	NO	REF	DK
Active Army? .....	1	2	-7	-8
Army Reserve? .....	1	2	-7	-8
Army National Guard? .....	1	2	-7	-8
Army Reserve Officer's Training Corps? .....	1	2	-7	-8

SI-5. Do you have family members who are currently serving in the military?

YES ..... 1 (SI-6)  
NO ..... 2 (IMPORTANCE MODULE)  
REFUSED ..... -7 (IMPORTANCE MODULE)  
DON'T KNOW ..... -8 (IMPORTANCE MODULE)

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Social Influence

-----  
Screen Name: SI-6  
Variables: Ranges: Order #:  
YFAMAF 1,2,-7,-8 262  
YFAMAR 1,2,-7,-8 263  
YFAMCG 1,2,-7,-8 264  
YFAMMC 1,2,-7,-8 265  
YFAMNA 1,2,-7,-8 266  
Sub-Population: Target youth with family members currently  
serving in the military  
[YFAMMIL (SI-5) EQ 1]  
-----

-----  
Screen Name: SI-7  
Variables: Ranges: Order #:  
YFAMACT 1,2,-7,-8 267  
YFAMARV 1,2,-7,-8 268  
YFAMANG 1,2,-7,-8 269  
YFAMARO 1,2,-7,-8 270  
Sub-Population: Target youth with family members currently  
serving in the Army  
[YFAMAR (SI-6) EQ 1]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Social Influence

SI-6. In what branch of the military are these family members serving?

[CODE ALL THAT APPLY. USE CTRL/P TO EXIT.]

AIR FORCE ..... 1  
 ARMY ..... 2  
 COAST GUARD ..... 3  
 MARINE CORPS ..... 4  
 NAVY ..... 5  
 REFUSED ..... -7  
 DON'T KNOW ..... -8

-----  
 | CATI CHECK #SI2: FAMILY IN ARMY? |  
 | [SI-6 = 2] |  
 | |  
 | YES ..... 1 (SI-7) |  
NO ..... 2 (IMPORTANCE MODULE)

SI-7. Are they serving in the...

	YES	NO	REF	DK
Active Army? .....	1	2	-7	-8
Army Reserve? .....	1	2	-7	-8
Army National Guard? .....	1	2	-7	-8
Army Reserve Officer's Training Corps? .....	1	2	-7	-8

[GO TO IMPORTANCE MODULE]

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Social Influence

END OF SOCIAL INFLUENCE MODULE

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Importance of Attributes



ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Importance of Attributes

Screen Name:	IA-1	Change Code:
Variables:	Ranges:	Order #:
YIWIDE	1-5,-7,-8	696
YIPHYS	1-5,-7,-8	272
YIPROUD	1-5,-7,-8	280
YISTEP	1-5,-7,-8	286
YILEADER	1-5,-7,-8	278
YIHITTECH	1-5,-7,-8	279
YICIVCAR	1-5,-7,-8	282
YISELCON	1-5,-7,-8	276
YIPOTEN	1-5,-7,-8	281
YIMENTAL	1-5,-7,-8	289
YIMATURE	1-5,-7,-8	287
YITRAIN	1-5,-7,-8	275
YIHIQUAL	1-5,-7,-8	273
YICASHED	1-5,-7,-8	274
YICNTRY	1-5,-7,-8	277
YIHOME	1-5,-7,-8	285
YIWEEKEN	1-5,-7,-8	284
YISERPAR	1-5,-7,-8	697
YIINNOV	1-5,-7,-8	288
Sub-Population:	All youth	

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Importance of Attributes

IAINTRO. In thinking about your plans for the next year, please tell me how important it is that you have opportunities for the following things.

IA1A\_P. Use a scale of 1 to 5 where a "1" means it is not at all important and "5" means it is very important.

	NOT IMP			VERY IMP			REF	DK
a.	Having a wide variety of opportunities to find a job you can enjoy? .....	1	2	3	4	5	-7	-8
b.	Having a physical challenge? ....	1	2	3	4	5	-7	-8
c.	Having an experience you can be proud of? .....	1	2	3	4	5	-7	-8
d.	Having a stepping-stone between high school and college? .....	1	2	3	4	5	-7	-8
e.	Developing leadership skills? ...	1	2	3	4	5	-7	-8
f.	Working with the latest high-tech equipment? .....	1	2	3	4	5	-7	8
g.	Helping your career development? ..	1	2	3	4	5	-7	3
h.	Developing self-confidence? .....	1	3	3	4	5	-7	-8
i.	Developing your potential? .....	1	2	3	4	5	-7	-8
j.	Having a mental challenge? .....	1	2	3	4	5	-7	-8
k.	Becoming more mature and responsible? .....	1	2	3	4	5	-7	-8
l.	Training in useful skill areas?..	1	2	3	4	5	-7	-8
m.	Working with highly-trained people? .....	1	2	3	4	5	-7	-8
n.	Earning money for college or vocational education? .....	1	2	3	4	5	-7	-8
o.	Serving your country? .....	1	2	3	4	5	-7	-8
p.	Living in your own hometown? ....	1	2	3	4	5	-7	-8
q.	Having interesting and exciting weekends? .....	1	2	3	4	5	-7	-8
r.	Working part-time? .....	1	2	3	4	5	-7	-8
s.	Being able to make changes and use your own judgment? .....	1	2	3	4	5	-7	-8

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Importance of Attributes

END OF IMPORTANCE OF ATTRIBUTES MODULE

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Media Habits

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Media Habits

-----  
Screen Name: MH-1  
Variables: Ranges: Order #:  
YTVWATCH 1,2,-7,-8 290  
Sub-Population: Approximately half of youth given the main  
interview  
[RANDROY EQ 2,4,6]  
-----

-----  
Screen Name: MH-2  
Variables: Ranges: Order #:  
YTVHRREG 0-168,-7,-8 291  
YTVHRCAB 0-168,-7,-8 292  
Sub-Population: Youth who watch TV regularly  
YTVWATCH (MH-1) EQ 1,-7,-8]  
-----

-----  
Screen Name: MH-11  
Variables: Ranges: Order #:  
YTV CAB1 1,2,-7,-8 295  
YTV CAB2 1,2,-7,-8 296  
YTV CAB3 1,2,-7,-8 297  
YTV CAB4 1,2,-7,-8 298  
YTV CAB5 1,2,-7,-8 299  
Sub-Population: Youth who watch cable TV regularly  
[YTVHRCAB (MH-2) GT 0]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Media Habits

MH-1. I'd like to ask a few questions about your TV,  
radio and reading habits.

Do you regularly watch TV?

YES ..... 1 (MH-2)  
NO ..... 2 (MH-14)  
REFUSED ..... -7 (MH-2)  
DON'T KNOW ..... -8 (MH-2)

MH-2. How many hours per week do you spend watching...

- a. programs on commercial networks, \_\_\_\_\_  
such as ABC, CBS, or NBC?
- b. programs on commercial cable stations \_\_\_\_\_  
such as ESPN, MTV, USA, or TBS?

-----  
| CATI CHECK #MH1: IS CABLE OR SUBSCRIPTION TV WATCHED? |  
| [MH-2b > 0] |  
| |  
| YES ..... 1 (MH-11) |  
| NO ..... 2 (MH-12) |  

MH-11. Do you watch any of the following Cable or Subscription TV  
channels regularly?

	YES	NO	REF	DK
MTV [Rock Videos]? .....	1	2	-7	-8
Nashville Network [TNN]? .....	1	2	-7	-8
ESPN [Sports]? .....	1	2	-7	-8
WTBS [Syndicated]? .....	1	2	-7	-8
Black Entertainment TV [BET]? ..	1	2	-7	-8

-----  
| CATI CHECK #MH2: IS TV WATCHED REGULARLY? |  
| [MH-2a > 0 OR MH-2a = -7,-8 OR |  
| MH-2b > 0 OR MH-2b = -7,-8] |  
| |  
| YES ..... 1 (MH-12) |  
| NO ..... 2 (MH-14) |  

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Media Habits

-----

Screen Name: MH-11

Variables:	Ranges:	Order #:
YTVSPORT	1,2,-7,-8	300
YTVMYS	1,2,-7,-8	301
YTVDRAMA	1,2,-7,-8	302
YTVMUSIC	1,2,-7,-8	303
YTVCOMDY	1,2,-7,-8	304
YTVMOVIE	1,2,-7,-8	305
YTVTALK	1,2,-7,-8	306

Sub-Population: Youth who watch TV regularly  
 [YTVHRREG (MH-2) GT 0] OR [YTVHRREG EQ -7,-8] OR  
 [YTVHRCAB (MH-2) GT 0] OR [YTVHRCAB EQ -7,-8]

-----

-----

Screen Name: MH-13

Variables:	Ranges:	Order #:
YTVSH1	1,2,-7,-8	307
YTVSH2	1,2,-7,-8	308
YTVSH3	1,2,-7,-8	309
YTVSH4	1,2,-7,-8	310
YTVSH5	1,2,-7,-8	311

Sub-Population: Youth who watch TV regularly  
 [YTVHRREG (MH-2) GT 0] OR [YTVHRREG EQ -7,-8] OR  
 [YTVHRCAB (MH-2) GT 0] OR [YTVHRCAB EQ -7,-8]

-----

-----

Screen Name: MH-14

Variables:	Ranges:	Order #:
YVCRHAVE	1,2,-7,-8	312

Sub-Population: Youth asked the media habits questions  
 [RANDROY EQ 2,4,6]

-----

-----

Screen Name: MH-15

Variables:	Ranges:	Order #:
YVCRHOUR		313

Sub-Population: Youth who have a VCR  
 [YVCRHAVE (MH-14) EQ 1]

-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Media Habits

MH-12. Do you frequently watch any of the following types of TV shows?

	YES	NO	REF	DK
Sports? .....	1	2	-7	-8
Suspense or mystery? ...	1	2	-7	-8
General drama? .....	1	2	-7	-8
Music or music video? ..	1	2	-7	-8
Situation comedy? .....	1	2	-7	-8
TV movies? .....	1	2	-7	-8
Talk shows? .....	1	2	-7	-8

MH-13. Please tell me if you watch any of the following TV shows regularly. Do you watch...

	YES	NO	REF	DK
David Letterman? .....	1	2	-7	-8
Friday Night Videos? .....	1	2	-7	-8
Monday Night Football? .....	1	2	-7	-8
College Football? .....	1	2	-7	-8
Sunday Night at the Movies? ..	1	2	-7	-8

MH-14. Does your household have a Video Cassette Recorder [VCR]?

YES .....	1	(MH-15)
NO .....	2	(MH-16)
REFUSED .....	-7	(MH-16)
DON'T KNOW .....	-8	(MH-16)

MH-15. How many hours per week do you usually spend watching your VCR?

HOURS \_\_\_\_\_



ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Media Habits

-----  
Screen Name: MH-16  
Variables: Ranges: Order #  
YRADLIS 1,2,-7,-8 314  
Sub-Population: Youth asked the media habits questions  
[RANDROY EQ 2,4,6]  
-----

-----  
Screen Name: MH-17  
Variables: Ranges: Order #:  
YRADHRAM 0-168,-7,-8 315  
YRADHRFM 0-168,-7,-8 316  
Sub-Population: Youth who regularly listen to the radio  
[YRADLIS (MH-16) EQ 1]  
-----

-----  
Screen Name: MH-26  
Variables: Ranges: Order #:  
YRADNEWS 1,2,-7,-8 319  
YRADCLAS 1,2,-7,-8 320  
YRADPOP 1,2,-7,-8 321  
YRADCW 1,2,-7,-8 322  
YRADSPOR 1,2,-7,-8 323  
YRADTALK 1,2,-7,-8 324  
YRADROCK 1,2,-7,-8 325  
YRADEASY 1,2,-7,-8 326  
Sub-Population: Youth who regularly listen to the radio  
[YRADHRAM (MH-17) GT 0] OR [YRADHRAM EQ -7,-8] OR  
[YRADHRFM (MH-17) GT 0] OR [YRADHRFM EQ -7,-8]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Media Habits

MH-16. Now let's talk about radio listening. Do you regularly listen to the radio?

YES ..... 1 (MH-17)  
NO ..... 2 (MH-28)  
REFUSED ..... -7 (MH-28)  
DON'T KNOW ..... -8 (MH-28)

MH-17. How many hours per week do you listen to ...

a. AM Radio? \_\_\_\_\_  
b. FM Radio? \_\_\_\_\_

-----  
CATI CHECK #MH3: IS RADIO LISTENED TO REGULARLY?  
[MH-17a > 0 OR MH-17a = -7,-8 OR  
MH-17b > 0 OR MH-17b = -7,-8  
YES ..... 1 (MH-26)  
NO ..... 2 (MH-28)  
-----

MH-26. Do you frequently listen to any of the following types of radio programs?

	YES	NO	REF	DK
News? .....	1	2	-7	-8
Classical music? .....	1	2	-7	-8
Pop? .....	1	2	-7	-8
Country? .....	1	2	-7	-8
Sports? .....	1	2	-7	-8
Talk Shows? .....	1	2	-7	-8
Rock & Roll? .....	1	2	-7	-8
"Easy Listening"? .....	1	2	-7	-8

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Media Habits

-----

Screen Name: MH-27

Variables:	Ranges:	Order #:
YRADSH1	1,2,-7,-8	327
YRADSH2	1,2,-7,-8	328
YRADSH3	1,2,-7,-8	329
YRADSH4	1,2,-7,-8	330
YRADSH5	1,2,-7,-8	331

Sub-Population: Youth who regularly listen to the radio  
[YRADHRAM (MH-17) GT 0] OR [YRADHRAM EQ -7,-8] OR  
[YRADHREFM (MH-17) GT 0] OR [YRADHREFM EQ -7,-8]

-----

-----

Screen Name: MH-28

Variables:	Ranges:	Order #:
YPAPREAD	1-5,-7,-8	332

Sub-Population: Youth asked the media habits questions  
[RANDROY EQ 2,4,6]

-----

-----

Screen Name: MH-29

Variables:	Ranges:	Order #:
YPAPHOUR	0-168,-7,-8	333

Sub-Population: Youth who read the newspaper  
[YPAPREAD (MH-28) EQ 2,3,4,5]

-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Media Habits

MH-27. Do you listen to the following programs regularly?

	YES	NO	REF	DK
American Top 40? .....	1	2	-7	-8
King Biscuit Flower Hour? ..	1	2	-7	-8
Rick Dees' Top 40? .....	1	2	-7	-8
Metal Shop? .....	1	2	-7	-8
Rockline? .....	1	2	-7	-8

MH-28. How often do you read the newspaper? Is it...

Never, .....	1	(MH-31)
Less than twice a week, .....	2	(MH-29)
2-3 times per week, .....	3	(MH-29)
4-5 times per week, or .....	4	(MH-29)
Daily? .....	5	(MH-29)
REFUSED .....	-7	(MH-31)
DON'T KNOW .....	-8	(MH-31)

MH-29. How many hours per week do you spend reading the newspaper?

HOURS \_\_\_\_\_

```

-----
| CATI CHECK #MH4: IS NEWSPAPER READ?
| [MH-29 > 0 OR = -7, -8]
|
| YES ..... 1 (MH-30)
| NO ..... 2 (MH-31)
|
-----

```

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Media Habits

-----

Screen Name: MH-30

Variables:	Ranges:	Order #:
YPAPSPOR	1,2,-7,-8	335
YPAPCOM	1,2,-7,-8	336
YPAPNEWS	1,2,-7,-8	337
YPAPLOC	1,2,-7,-8	338
YPAPFOOD	1,2,-7,-8	339
YPAPSTYL	1,2,-7,-8	340
YPAPCLAS	1,2,-7,-8	341

Sub-Population: Youth who read the newspaper  
[YPAPHOUR (MH-29) GT 0] OR [YPAPHOUR EQ -7,-8]

-----

-----

Screen Name: MH-31

Variables:	Ranges:	Order #:
YMAGREAD	1,2,-7,-8	342

Sub-Population: Youth asked the media habits questions  
[RANDROY EQ 2,4,6]

-----

-----

Screen Name: MH-32

Variables:	Ranges:	Order #:
YMAG1	101-254,991,-7,-8	343
YMAG2	101-254,991	344
YMAG3	101-254,991	345
YMAG4	101-254,991	346
YMAG5	101-254,991	347
YMAG6	101-254,991	348

Sub-Population: Youth who regularly read magazines  
[YMAGREAD (MH-31) EQ 1]

-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Media Habits

MH-30. Do you regularly read any of the following sections?

	YES	NO	REF	DK
Sports? .....	1	2	-7	-8
Comics? .....	1	2	-7	-8
News? .....	1	2	-7	-8
Local? .....	1	2	-7	-8
Food? .....	1	2	-7	-8
Lifestyle? .....	1	2	-7	-8
Classified? .....	1	2	-7	-8

MH-31. Do you regularly read magazines?

YES .....	1 (MH-32)
NO .....	2 (RECALL MODULE)
REFUSED .....	-7 (RECALL MODULE)
DON'T KNOW .....	-8 (RECALL MODULE)

MH-32. What magazines do you read on a regular basis, that is, that you have read at least 3 of the past 4 issues?

[ENTER APPROPRIATE NUMBER FROM HARD COPY LIST,  
OR '991' FOR OTHER. ENTER CTRL/P TO CONTINUE.]

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Media Habits

-----  
Screen Name: MH-33  
Variables: Ranges: Order #:  
YMAGHOUR 0-168,-7,-8 349  
Sub-Population: Youth who regularly read magazines  
(YMAGREAD (MH-31) EQ 1)  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Media Habits

MH-33. How many hours a week do you spend reading magazines?

HOURS \_\_\_\_\_

[GO TO KNOWLEDGE-RECALL MODULE]



ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Media Habits

END OF MEDIA HABITS MODULE

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Knowledge-Recall

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Knowledge-Recall

Screen Name:	KR-1		Change Code:
Variables:	Ranges:	Order #:	(87-2) W
YUN12NON	1,2,-7,-8	351	
YUN12AF	1,2,-7,-8	352	
YUN12AR	1,2,-7,-8	353	
YUN12RO	1,2,-7,-8	354	
YUN12NG	1,2,-7,-8	355	
YUN12RV	1,2,-7,-8	356	
YUN12CG	1,2,-7,-8	357	
YUN12MC	1,2,-7,-8	358	
YUN12NA	1,2,-7,-8	359	
YUN12ALL	1,2,-7,-8	360	
Sub-Population:	All youth		

Screen Name:	KR-2	
Variables:	Ranges:	Order #:
YKRROAF	1,2,-7,-8	361
YKRROAR	1,2,-7,-8	362
YKRRONA	1,2,-7,-8	363
YKRROMC	1,2,-7,-8	364
YKRROCG	1,2,-7,-8	365
Sub-Population:	Youth who mentioned seeing or hearing advertising for the R.O.T.C. [YUN12RO (KR-1) EQ 1]	

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Knowledge-Recall

KR-1. Thinking about all forms of advertising, for which military services do you recall seeing or hearing advertising?

[PROBE: Any other services?]

[RECORD ALL THAT APPLY. THEN USE CTRL/P TO EXIT.]

NONE .....	0
AIR FORCE.....	1
ARMY .....	2
RESERVE OFFICER'S TRAINING	
CORPS [R.O.T.C.] .....	3
NATIONAL GUARD .....	4
RESERVE .....	5
COAST GUARD .....	6
MARINE CORPS .....	7
NAVY .....	8
ONE AD FOR ALL SERVICES .....	9
REFUSED .....	-7
DON'T KNOW .....	-8

-----  
CATI CHECK #KR1: WAS R.C.T.C. MENTIONED?

[KR-1 = 3]

YES ..... 1 (KR-2)

NO ..... 2 (CATI CHECK #KR2)

KR-2. You mentioned seeing or hearing advertising for the Reserve Officer's Training Corps. For which military service or services was this advertising?

[PROBE: Any other services?]

[RECORD ALL THAT APPLY. THEN USE CTRL/P TO CONTINUE.]

AIR FORCE .....	1
ARMY .....	2
NAVY .....	3
MARINE CORPS .....	4
COAST GUARD .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Knowledge-Recall

-----  
Screen Name: KR-3  
Variables: Ranges: Order #:  
YKRNGAF 1,2,-7,-8 366  
YKRNGAR 1,2,-7,-8 367  
YKRNGNA 1,2,-7,-8 368  
YKRNGMC 1,2,-7,-8 369  
YKRNGCG 1,2,-7,-8 370  
Sub-Population: Youth who mentioned seeing or hearing  
advertising for the National Guard  
[YUN12NG (KR-1) EQ 1]  
-----

-----  
Screen Name: KR-4  
Variables: Ranges: Order #:  
YKRRVAF 1,2,-7,-8 371  
YKRRVAR 1,2,-7,-8 372  
YKRRVNA 1,2,-7,-8 373  
YKRRVMC 1,2,-7,-8 374  
YKRRVCG 1,2,-7,-8 375  
Sub-Population: Youth who mentioned seeing or hearing  
advertising for the Reserve  
[YUN12RV (KR-1) EQ 1]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Knowledge-Recall

CATI CHECK #KR2: WAS NATIONAL GUARD MENTIONED?  
[ KR-1 = 4 ]  
YES ..... 1 (KR-3)  
NO ..... 2 (CATI CHECK #KR3)

KR-3. You mentioned seeing or hearing advertising for the National Guard.  
For which military service or services was this advertising?

[PROBE: Any other services?]

[ENTER ALL THAT APPLY. THEN USE CTRL/P TO CONTINUE.]

AIR FORCE ..... 1  
ARMY ..... 2  
NAVY ..... 3  
MARINE CORPS ..... 4  
COAST GUARD ..... 5  
REFUSED ..... -7  
DON'T KNOW ..... -8

CATI CHECK #KR3: WAS RESERVE MENTIONED?  
[ KR-1 = 5 ]  
YES ..... 1 (KR-4)  
NO ..... 2 (CATI CHECK #KR5)

KR-4. You mentioned seeing or hearing advertising for the Reserve.  
For which military service or services was this advertising?

[PROBE: Any other services?]

[RECORD ALL THAT APPLY. USE CTRL/P TO CONTINUE.]

AIR FORCE ..... 1  
ARMY ..... 2  
NAVY ..... 3  
MARINE CORPS ..... 4  
COAST GUARD ..... 5  
REFUSED ..... -7  
DON'T KNOW ..... -8

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Knowledge-Recall

-----  
Screen Name: KR-5  
Variables: Ranges: Order #:  
YAIDAF 1,2,-7,-8 377  
Sub-Population: Youth who did not recall Air Force advertising  
[YUN12AF (KR-1) EQ 2,-7,-8]  
-----

-----  
Screen Name: KR-6  
Variables: Ranges: Order #:  
YAIDAR 1,2,-7,-8 378  
Sub-Population: Youth who did not recall Army advertising  
[YUN12AR (KR-1) EQ 2,-7,-8]  
-----  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Knowledge-Recall

-----  
| CATI CHECK #KR5: DID RESPONDENT RECALL SEEING OR HEARING |  
| AN AD FOR THE AIR FORCE? |  
| [KR-1 = 1] |  
| |  
| YES ..... 1 (CATI CHECK #KR6) |  
| NO ..... 2 (KR-5) |  

KR-5. [Do you recall seeing or hearing any advertising for]  
the Air Force?

YES ..... 1  
NO ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8

-----  
| CATI CHECK #KR6: DID RESPONDENT RECALL SEEING OR HEARING |  
| AN AD FOR THE ARMY? |  
| [KR-1 = 2] |  
| |  
| YES ..... 1 (CATI CHECK #KR7) |  
| NO ..... 2 (KR-6) |  

KR-6. [Do you recall seeing or hearing any advertising for]  
the Army?

YES ..... 1  
NO ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8

-----  
| CATI CHECK #KR7: DID RESPONDENT RECALL SEEING OR HEARING |  
| AN AD FOR THE ARMY R.O.T.C.? |  
| [KR-2 = 2] |  
| |  
| YES ..... 1 (CATI CHECK #KR8) |  
| NO ..... 2 (KR-7) |  



ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Knowledge-Recall

-----  
Screen Name: KR-7  
Variables: Ranges: Order #:  
YAIDARO 1,2,-7,-8 379  
Sub-Population: Youth who did not recall Army R.O.T.C.  
advertising  
[YKRROAR (KR-2) EQ 2,-7,-8,-1]  
-----

-----  
Screen Name: KR-8  
Variables: Ranges: Order #:  
YAIDANG 1,2,-7,-8 380  
Sub-Population: Youth who did not recall Army National Guard  
advertising  
[YKRNGAR (KR-3) EQ 2,-7,-8,-1]  
-----

-----  
Screen Name: KR-9  
Variables: Ranges: Order #:  
YAIDARV 1,2,-7,-8 381  
Sub-Population: Youth who did not recall Army Reserve  
advertising  
[YKRVRAR (KR-4) EQ 2,-7,-8,-1]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Knowledge-Recall

KR-7. [Do you recall seeing or hearing any advertising for] the Army Reserve Officer's Training Corps, that is, the Army R.O.T.C?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

|CATI CHECK #KR8: DID RESPONDENT RECALL SEEING OR HEARING  
|AN AD FOR THE ARMY NATIONAL GUARD?  
|[KR-3 = 2]  
|  
|YES ..... 1 (CATI CHECK #KR9)  
|NO ..... 2 (KR-8)

YES ..... 1 (CATI CHECK #KR9)  
NO ..... 2 (KR-8)

KR-8. [Do you recall seeing or hearing any advertising for]  
the Army National Guard?

YES	1
NO	2
REFUSED	-7
DON'T KNOW	-8

```

|CATI CHECK #KR9: DID RESPONDENT RECALL SEEING OR HEARING
|AN AD FOR THE ARMY RESERVE?
|      [KR-4 = 2]
|
|      YES ..... 1   (CATI CHECK #KR10)
|      NO ..... 2   (KR-9)

```

YES ..... 1 (CATI CHECK #KR10)  
NO ..... 2 (KR-9)

KR-9. [Do you recall seeing or hearing any advertising for]  
the Army Reserve?

YES	1
NO	2
REFUSED	-7
DON'T KNOW	-8

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Knowledge-Recall

-----  
Screen Name: KR-10  
Variables: Ranges: Order #:  
YAIDCG 1,2,-7,-8 382  
Sub-Population: Youth who did not recall Coast Guard  
advertising  
[YUN12CG (KR-1) EQ 2,-7,-8]  
-----

-----  
Screen Name: KR-11  
Variables: Ranges: Order #:  
YAIDMC 1,2,-7,-8 383  
Sub-Population: Youth who did not recall Marine Corps  
advertising  
[YUN12MC (KR-1) EQ 2,-7,-8]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Knowledge-Recall

CATI CHECK #KR10: DID RESPONDENT RECALL SEEING OR HEARING  
 AN AD FOR THE COAST GUARD?  
 [KR-1 = 6]

YES ..... 1 (CATI CHECK #KR11)  
 NO ..... 2 (KR-10)

KR-10. [Do you recall seeing or hearing any advertising for]  
 the Coast Guard?

YES ..... 1  
 NO ..... 2  
 REFUSED ..... -7  
 DON'T KNOW ..... -8

CATI CHECK #KR11: DID RESPONDENT RECALL SEEING OR HEARING  
 AN AD FOR THE MARINE CORPS?  
 [KR-1 = 7]

YES ..... 1 (CATI CHECK #KR12)  
 NO ..... 2 (KR-11)

KR-11. [Do you recall seeing or hearing any advertising for]  
 the Marine Corps?

YES ..... 1  
 NO ..... 2  
 REFUSED ..... -7  
 DON'T KNOW ..... -8

CATI CHECK #KR12: DID RESPONDENT RECALL SEEING OR HEARING  
 AN AD FOR THE NAVY?  
 [KR-1 = 8]

YES ..... 1 (CATI CHECK #KR13)  
 NO ..... 2 (KR-12)

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Knowledge-Recall

-----  
Screen Name: KR-12  
Variables: Ranges: Order #:  
YAIDNA 1,2,-7,-8 384  
Sub-Population: Youth who did not recall Navy advertising  
[YUN12NA (KR-1) EQ 2,-7,-8]  
-----

-----  
Screen Name: KR-13  
Variables: Ranges: Order #:  
YAIDALL 1,2,-7,-8 385  
Sub-Population: Youth who did not recall one ad for all the  
services  
[YUN12ALL (KR-1) EQ 2,-7,-8]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Knowledge-Recall

KR-12. [Do you recall seeing or hearing any advertising for]  
 the Navy?

YES ..... 1  
 NO ..... 2  
 REFUSED ..... -7  
 DON'T KNOW ..... -8

-----  
 | CATI CHECK #KR13: DID RESPONDENT RECALL SEEING OR HEARING  
 | ONE AD FOR ALL THE SERVICES?  
 | [KR-1 = 9]  
 |

YES ..... 1 (CATI CHECK #KR14)  
 NO ..... 2 (KR-13)  
 -----

KR-13. [Do you recall seeing or hearing any advertising for]  
 all the services in one ad?

YES ..... 1  
 NO ..... 2  
 REFUSED ..... -7  
 DON'T KNOW ..... -8

-----  
 | CATI CHECK #KR14: DID RESPONDENT RECALL SEEING OR HEARING  
 | ARMY OR ARMY COMPONENT AD?  
 | [KR-1 = 2], OR  
 | [KR-2, OR KR-3 OR KR-4 = 2] OR  
 | [KR-6, OR KR-7, OR KR-8, OR KR-9 = 1]  
 |

YES ..... 1 (KR-14)  
 NO ..... 2 (CATI CHECK #KR15)  
 -----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Knowledge-Recall

-----  
Screen Name: KR-14  
Variables: Ranges: Order #:  
YADARTV 1,2,-7,-8 386  
YADARRAD 1,2,-7,-8 387  
YADARMAG 1,2,-7,-8 388  
YADARPAP 1,2,-7,-8 389  
YADARBIL 1,2,-7,-8 390  
YADARMAL 1,2,-7,-8 391  
YADARPOS 1,2,-7,-8 392  
YADARPAM 1,2,-7,-8 393  
YADARYEL 1,2,-7,-8 394  
YADAROTH 1,2,3,-7,-8 395  
Sub-Population: Youth who recalled seeing or hearing  
an Army or Army component ad  
[YUN12AR (KR-1) EQ 1] OR [YKRROAR (KR-2) EQ 1] OR  
[YKRNGAR (KR-3) EQ 1] OR [YKRRVAR (KR-4) EQ 1] OR  
[YAIDAR (KR-6) EQ 1] OR [YAIDARO (KR-7) EQ 1] OR  
[YAIDANG (KR-8) EQ 1] OR [YAIDARV (KR-9) EQ 1]  
-----

-----  
Screen Name: KR-15  
Variables: Ranges: Order #:  
UNITEXT  
Sub-Population: Youth who recalled seeing an Army ad  
[YUN12AR (KR-1) EQ 1] OR [YAIDAR (KR-6) EQ 1]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Knowledge-Recall

KR-14. Did you see or hear Army ads...

	YES	NO	REF	DK
on TV? .....	1	2	-7	-8
on the radio? .....	1	2	-7	-8
in magazines? .....	1	2	-7	-8
in newspapers? .....	1	2	-7	-8
on billboards? .....	1	2	-7	-8
through the mail? .....	1	2	-7	-8
on posters? .....	1	2	-7	-8
in brochures or pamphlets? .....	1	2	-7	-8
in the Yellow Pages? .....	1	2	-7	-8
somewhere else? .....	1	2	-7	-8

-----  
 | CATI CHECK #KR15: DID RESPONDENT RECALL SEEING OR HEARING  
 | AN ARMY AD (UNAIDED OR AIDED)?  
 | [KR-1 = 2 OR KR-6 = 1]  
 |  
 | YES ..... 1 (KR-15)  
 | NO ..... 2 (CATI CHECK #KR16)  
 |  
 -----

KR-15. Other than trying to get you to enlist, what was  
 the main message you got from Army advertising?

[VERBATIM RESPONSES RECORDED]

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ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Knowledge-Recall

-----  
Screen Name: KR-17  
Variables: Ranges: Order #:  
UNITEXT  
Sub-Population: Youth who recalled seeing any ads other than  
the Army ad  
[YUN12AF (KR-1) EQ 1] OR [YUN12RO (KR-1) EQ 1] OR  
[YUN12NG (KR-1) EQ 1] OR [YUN12RV (KR-1) EQ 1] OR  
[YUN12CG (KR-1) EQ 1] OR [YUN12MC (KR-1) EQ 1] OR  
[YUN12NA (KR-1) EQ 1] OR [YUN12ALL (KR-1) EQ 1] OR  
[YAIDAF (KR-5) EQ 1] OR [YAIDARO (KR-7) EQ 1] OR  
[YAIDANG (KR-8) EQ 1] OR [YAIDARV (KR-9) EQ 1] OR  
[YAIDCG (KR-10) EQ 1] OR [YAIDMC (KR-11) EQ 1] OR  
[YAIDNA (KR-12) EQ 1] OR [YAIDALL (KR-13) EQ 1]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Knowledge-Recall

-----  
| CATI CHECK #KR16: DID RESPONDENT RECALL ANY ADS OTHER |  
| THAN THE ARMY AD? |  
| [KR-1 = 1, 3, 4, 5, 6, 7, 8 OR 9] OR |  
| [KR-5, OR KR-7, OR KR-8, OR KR-9, OR KR-10, |  
| OR KR-11, OR KR-12, OR KR-13 = 1] |  
|  
| YES ..... 1 (CATI CHECK #KR17) |  
| NO ..... 2 (ATTITUDES MODULE) |  
|  
| #KR17: RANDOMLY SELECT SERVICE OR SERVICE |  
| COMPONENT OR JOINT SERVICES AD FROM THOSE |  
RECALLED (OTHER THAN ARMY)

KR-17. Other than trying to get you to enlist, what was  
the main message you got from (SERVICE/SERVICE COMPONENT)  
advertising?

[VERBATIM RESPONSES RECORDED]

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[GO TO ATTITUDES MODULE]

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Knowledge-Recall

END OF KNOWLEDGE-RECALL MODULE

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Attitudes Toward Army Ads

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Attitudes Toward Army Ads

-----  
Screen Name: AT-1  
Variables: Ranges: Order #:  
YATADLIK 1-5,-7,-8 399  
Sub-Population: Youth who recalled seeing an Army ad  
[YUN12AR (KR-1) EQ 1] OR [Y AidAR (KR-6) EQ 1]  
-----

-----  
Screen Name: AT-2  
Variables: Ranges: Order #:  
YATADBEL 1-5,-7,-8 400  
Sub-Population: Youth who recalled seeing an Army ad  
[YUN12AR (KR-1) EQ 1] OR [Y AidAR (KR-6) EQ 1]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Attitudes Toward Army Ads

CATI CHECK #AT1: DID RESPONDENT RECALL SEEING OR HEARING  
 ARMY ADS?  
 [KR-1 = 2 OR KR-6 = 1]  
 YES ..... 1 (AT-1)  
 NO ..... 2 (SLOGAN MODULE)

AT-1. Use a scale of "1" to "5" where "1" means you  
 do not like the advertising and "5" means you  
 like the advertising very much.

Overall, how much do you like the Army ads you  
 have seen or heard over the past year?

DO NOT LIKE ..... 1  
 SOMEWHAT DISLIKE ..... 2  
 NEUTRAL ..... 3  
 LIKE SOMEWHAT ..... 4  
 LIKE VERY MUCH ..... 5  
 REFUSED ..... -7  
 DON'T KNOW ..... -8

AT-2. Use a scale of "1" to "5" where "1" means you  
 do not believe what the ads say and "5" means  
 you believe what the ads say.

How much do you believe what the ads say?

DO NOT BELIEVE ..... 1  
 SOMEWHAT DISBELIEVE ..... 2  
 NEUTRAL ..... 3  
 BELIEVE SOMEWHAT ..... 4  
 STRONGLY BELIEVE ..... 5  
 REFUSED ..... -7  
 DON'T KNOW ..... -8

[GO TO SLOGAN RECOGNITION MODULE]

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Attitudes Toward Army Ads

END OF ATTITUDES TOWARD ARMY ADS MODULE

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Slogan Recognition



ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Slogan Recognition

-----  
Screen Name: KS-2  
Variables: Ranges: Order #:  
YKSADVEN 1-5,-7,-8 402  
Sub-Population: Approximately half of youth given the main  
interview  
[RANDROY EQ 1,4,5]  
-----

-----  
Screen Name: KS-3  
Variables: Ranges: Order #:  
YKSPROUD 1-5,-7,-8 403  
Sub-Population: Youth asked the knowledge of slogan questions  
[RANDROY EQ 1,4,5]  
-----

-----  
Screen Name: KS-4  
Variables: Ranges: Order #:  
YKSBEALL 1-5,-7,-8 404  
Sub-Population: Youth asked the knowledge of slogan questions  
[RANDROY EQ 1,4,5]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Slogan Recognition

-----  
 CATI CHECK #KS1: RANDOMIZE SERVICES (ARMY, AIR FORCE, MARINE CORPS, NAVY) FOR LISTING IN KS-1  
 -----

KS-1. I am going to mention some slogans used by the military in its advertising. After I read each slogan, please tell me whether it is used by the (RANDOMIZED LIST OF SERVICES), or by all four active duty services together in the same ad or commercial.

KS-2. Which military service uses the advertising slogan, "Blank. It's not just a job. It's an adventure."?

AIR FORCE .....	1
ARMY .....	2
MARINE CORPS .....	3
NAVY .....	4
ALL FOUR SERVICES IN SAME AD .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

KS-3. [Which military service uses the advertising slogan,]

"The Few. The Proud. The Blank."?

AIR FORCE .....	1
ARMY .....	2
MARINE CORPS .....	3
NAVY .....	4
ALL FOUR SERVICES IN SAME AD .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

KS-4. [Which military service uses the advertising slogan,]

"Be all you can be."?

AIR FORCE .....	1
ARMY .....	2
MARINE CORPS .....	3
NAVY .....	4
ALL FOUR SERVICES IN SAME AD .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Slogan Recognition

-----  
Screen Name: KS-5  
Variables: Ranges: Order #:  
YKSWAY 1-5,-7,-8 405  
Sub-Population: Youth asked the knowledge of slogan questions  
[RANDROY EQ 1,4,5]  
-----

-----  
Screen Name: KS-6  
Variables: Ranges: Order #:  
YKSGOOD 1-5,-7,-8 406  
Sub-Population: Youth asked the knowledge of slogan questions  
[RANDROY EQ 1,4,5]  
-----

-----  
Screen Name: KS-7  
Variables: Ranges: Order #:  
YKSSTART 1-5,-7,-8 407  
Sub-Population: Youth asked the knowledge of slogan questions  
[RANDROY EQ 1,4,5]  
-----

-----  
Screen Name: KS-8  
Variables: Ranges: Order #:  
YKSAIM 1-5,-7,-8 408  
Sub-Population: Youth asked the knowledge of slogan questions  
[RANDROY EQ 1,4,5]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Slogan Recognition

KS-5. [Which military service uses the advertising slogan,]

"Blank, a great way of life."?

AIR FORCE .....	1
ARMY .....	2
MARINE CORPS .....	3
NAVY .....	4
ALL FOUR SERVICES IN SAME AD .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

KS-6. [Which military service uses the advertising slogan,]

"We're looking for a few good men."?

AIR FORCE .....	1
ARMY .....	2
MARINE CORPS .....	3
NAVY .....	4
ALL FOUR SERVICES IN SAME AD .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

KS-7. [Which military service uses the advertising slogan,]

"It's a great place to start."?

AIR FORCE .....	1
ARMY .....	2
MARINE CORPS .....	3
NAVY .....	4
ALL FOUR SERVICES IN SAME AD .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

KS-8. [Which military service uses the advertising slogan,]

"Aim high. Blank."?

AIR FORCE .....	1
ARMY .....	2
MARINE CORPS .....	3
NAVY .....	4
ALL FOUR SERVICES IN SAME AD .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Slogan Recognition

-----  
Screen Name: KS-9  
Variables: Ranges: Order #:  
YKSNOTCO 1-5,-7,-8 409  
Sub-Population: Youth asked the knowledge of slogan questions  
[RANDROY EQ 1,4,5]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Slogan Recognition

KS-9. [Which military service uses the advertising slogan,]

"We're not a company, we're your country."?

AIR FORCE .....	1
ARMY .....	2
MARINE CORPS .....	3
NAVY .....	4
ALL FOUR SERVICES IN SAME AD .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

[GO TO PERCEPTIONS MODULE]

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Slogan Recognition

END OF SLOGAN RECOGNITION MODULE

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Perceptions



ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Perceptions

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Screen Name:	PE-1A		Change Code:
Variables:	Ranges:	Order #:	(87-2) L, P, S
YHEARDAR	1,2,-7,-8	434	
Sub-Population:	All Youth		

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Screen Name:	PE-4A		Change Code:
Variables:	Ranges:	Order #:	(87-2) L, P, S
YHEARDNG	1,2,-7,-8	449	
Sub-Population:	All Youth		

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Screen Name:	PE-15A		Change Code:
Variables:	Ranges:	Order #:	(87-2) L, P, S
YHEARDRO	1,2,-7,-8	545	
Sub-Population:	All Youth		

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ACOMS Annotated Questionnaire  
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 Module: Perceptions

PE-1A. Have you ever heard of the United States Army Reserve?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

PE-4A. Have you ever heard of the United States Army National Guard?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

PE-15A. Have you ever heard of the Army Reserve Officer's Training Corps on a college campus?

YES .....	1 (CATI CHECK #PE2)
NO .....	2 (CATI CHECK #PE2)
REFUSED .....	-7 (CATI CHECK #PE2)
DON'T KNOW .....	-8 (CATI CHECK #PE2)

-----  
 | CATI CHECK #PE2: BASED ON PREVIOUS RESPONSES AND |  
 | CURRENT EDUCATIONAL STATUS, RANDOMLY |  
 | SELECT ONE OR TWO CAREER OPTIONS FROM |  
 | ARMY, ARMY RESERVE, ARMY NATIONAL GUARD, |  
 | AIR FORCE, MARINE CORPS, NAVY, ALL |  
 | SERVICES, WORKING IN A FULL-TIME |  
CIVILIAN JOB, GOING TO COLLEGE, ROTC.

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Perceptions

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Screen Name: PE-INTRO1 Change Code:  
Variables: Ranges: Order #: (87-3) A  
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Screen Name: PE-INTRO Change Code:  
Variables: Ranges: Order #: (87-2) P, W  
YAWIDE 1-5,-7,-8 420 (87-3) P, W  
YAPHYS 1-5,-7,-8 421  
YAPROUD 1-5,-7,-8 422  
YASTEP 1-5,-7,-8 423  
YALEADER 1-5,-7,-8 424  
YAHITECH 1-5,-7,-8 425  
YACIVCAR 1-5,-7,-8 426  
YASELCON 1-5,-7,-8 427  
YAPOTEN 1-5,-7,-8 428  
YAMENTAL 1-5,-7,-8 429  
YAMATURE 1-5,-7,-8 430  
YATRAIN 1-5,-7,-8 431  
YAHIQUAL 1-5,-7,-8 432  
YACASHED 1-5,-7,-8 433  
Sub-Population: Youth given the Active Army perceptions  
questions  
[PANELPEY EQ 2 AND RANDPE3 EQ 1,3] OR  
[PANELPEY EQ 3,4,5,6,7,8]  
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ACOMS Annotated Questionnaire  
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 Module: Perceptions

PE-INTRO1. Earlier I asked how important it was for you to have a number of opportunities. Now I'm going to ask your opinion about two specific ways you might get each of those opportunities. Your opinions in this section are very valuable to this study.

PE-INTRO. When you give your opinion, please use a scale of one to five where "1" means you strongly disagree with the statement, "2" means you disagree, "3" means you neither disagree nor agree, "4" means you agree, and "5" means you strongly agree with the statement.

	DS		AG	REF	DK
The (SERVICE/CAREER OPTION) offers...					
(ATTRIBUTE - Random Start)?	1	2	3	4	5 -7 -8

How about the (SERVICE/CAREER OPTION)...

[The (SERVICE/CAREER OPTION) offers...					
(ATTRIBUTE)]?	1	2	3	4	5 -7 -8

PE-INTRO2. [When you give your opinion, please use a scale of one to five where "1" means you strongly disagree with the statement, "2" means you disagree, "3" means you neither disagree nor agree, "4" means you agree, and "5" means you strongly agree with the statement.]

	DS		AG	REF	DK
The (SERVICE/CAREER OPTION) offers...					
(ATTRIBUTE)?	1	2	3	4	5 -7 -8

How about the (SERVICE/CAREER OPTION)...

[The (SERVICE/CAREER OPTION) offers...					
(ATTRIBUTE)]?	1	2	3	4	5 -7 -8

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Perceptions

Screen Name:	PE-INTRO	Order #:	Change Code:
Variables:	Ranges:		(87-2) P, W
YVWIDE	1-5,-7,-8	435	(87-3) W
YVPROUD	1-5,-7,-8	436	
YVLEADER	1-5,-7,-8	437	
YVCIVCAR	1-5,-7,-8	438	
YVSELCON	1-5,-7,-8	439	
YVPOTEN	1-5,-7,-8	440	
YVMENTAL	1-5,-7,-8	441	
YVMATURE	1-5,-7,-8	442	
YVTRAIN	1-5,-7,-8	443	
YVHIQUAL	1-5,-7,-8	444	
YVCASHED	1-5,-7,-8	445	
YVHOME	1-5,-7,-8	446	
YVWEEKEN	1-5,-7,-8	448	
YVSEPDAP	1-5,-7,-8	703	

Sub-Population: Youth selected to receive the Army Reserve perceptions questions who had heard of the U.S. Army Reserve

[YHEARDAR (PE-1A) EQ 1,-8] AND  
[[PANELPEY EQ 1 AND RANDPE8 EQ 1] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 2,3 AND RANDPE8 EQ 1] OR  
[PANELPEY EQ 3 AND RAND1000 GE 1 AND RAND1000 LE 269] OR  
[PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 1]]

Screen Name:	PE-INTRO	Order #:	Change Code:
Variables:	Ranges:		(87-2) P, W
YGWIDE	1-5,-7,-8	450	(87-3) W
YGPROUD	1-5,-7,-8	451	
YGLEADER	1-5,-7,-8	452	
YGCIVCAR	1-5,-7,-8	453	
YGSELCON	1-5,-7,-8	454	
YGPOTEN	1-5,-7,-8	455	
YGMENTAL	1-5,-7,-8	456	
YGMATURE	1-5,-7,-8	457	
YGTRAIN	1-5,-7,-8	458	
YGHQUAL	1-5,-7,-8	459	
YGCASHED	1-5,-7,-8	460	
YGHOME	1-5,-7,-8	461	
YGWEEKEN	1-5,-7,-8	463	
YGSEPFAR	1-5,-7,-8	704	

Sub-Population: Youth selected to receive the Army National Guard perceptions questions who had heard of the United States Army National Guard

[YHEARDNG (PE-4A) EQ 1,-8] AND  
[PANELPEY EQ 1 AND RANDPE8 EQ 2] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 2,3 AND RANDPE8 EQ 2] OR  
[PANELPEY EQ 3 AND RAND1000 GE 270 AND  
RAND1000 LE 539] OR  
[PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 2]

ACOMS Annotated Questionnaire  
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 Module: Perceptions

	ARMY	USAR	ARNG	AF	MARI	NAVY	ALL SR	WORK	COLL
a wide variety of opportunities to find a job you can enjoy	X	X	X	X	X	X	X		
a physically challenging environment	X			X	X	X	X	X	
an experience you can be proud of	X	X	X	X	X	X	X	X	X
an advantage over going right from high school to college	X			X	X	X	X	X	
an opportunity to develop leadership skills	X	X	X	X	X	X	X	X	X
the chance to work with the latest high-tech equipment	X			X	X	X	X	X	
a great value in your civilian career development	X	X	X	X	X	X	X	X	X
an opportunity to develop self- confidence	X	X	X	X	X	X	X	X	X
the opportunity to develop your potential	X	X	X	X	X	X	X	X	X
a mentally challeng- ing experience	X	X	X	X	X	X	X	X	X

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Perceptions

Screen Name:	PE-INTRO	Order #:	Change Code:
Variables:	Ranges:		(87-2) P, W
YFWIDE	1-5,-7,-8	466	(87-3) W
YFPHYS	1-5,-7,-8	470	
YFPROUD	1-5,-7,-8	474	
YFSTEP	1-5,-7,-8	478	
YFLEADER	1-5,-7,-8	482	
YFHITECH	1-5,-7,-8	486	
YFCIVCAR	1-5,-7,-8	490	
YFSELCON	1-5,-7,-8	494	
YFPOTEN	1-5,-7,-8	498	
YFMENTAL	1-5,-7,-8	502	
YFMATURE	1-5,-7,-8	506	
YFTRAIN	1-5,-7,-8	510	
YFHIQUAL	1-5,-7,-8	514	
YFCASHED	1-5,-7,-8	518	

Sub-Population: Youth selected to receive the Air Force perceptions questions  
[PANELPEY EQ 1 AND RANDPE8 EQ 3] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 2,3, AND RANDPE8 EQ 3] OR  
[PANELPEY EQ 3 AND RAND1000 GE 540 AND RAND1000 LE 616] OR  
[PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 3]

YNWIDE	1-5,-7,-8	464
YNPHYS	1-5,-7,-8	468
YNPROUD	1-5,-7,-8	472
YNSTEP	1-5,-7,-8	476
YNLEADER	1-5,-7,-8	480
YNHITECH	1-5,-7,-8	484
YNCIVCAR	1-5,-7,-8	488
YNSELCON	1-5,-7,-8	492
YNPOTEN	1-5,-7,-8	496
YNMENTAL	1-5,-7,-8	500
YNMATURE	1-5,-7,-8	504
YNTRAIN	1-5,-7,-8	508
YNHIQUAL	1-5,-7,-8	512
YNCASHED	1-5,-7,-8	516

Sub-Population: Youth selected to receive the Navy perceptions questions  
[PANELPEY EQ 1 AND RANDPE8 EQ 4] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 2,3, AND RANDPE8 EQ 4] OR  
[PANELPEY EQ 3 AND RAND1000 GE 617 AND RAND1000 LE 693] OR  
[PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 4]

ACOMS Annotated Questionnaire  
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 Module: Perceptions

	<u>ARMY</u>	<u>USAR</u>	<u>ARNG</u>	<u>AF</u>	<u>MARI</u>	<u>NAVY</u>	<u>ALL SR</u>	<u>WORK</u>	<u>COLL</u>
an opportunity to become more mature and responsible	X	X	X	X	X	X	X	X	X
many opportunities for training in useful skill areas	X	X	X	X	X	X	X	X	
many chances to work with highly-trained people	X	X	X	X	X	X	X	X	X
an excellent opportunity to obtain money for college or vocational school	X	X	X	X	X	X	X	X	
an opportunity to serve America while living in your own hometown		X	X						
interesting and exciting weekends		X	X						
an excellent opportunity for part-time work		X	X						



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Module: Perceptions

Screen Name:	PE-INTRO	Order #:
YMWIDE	1-5,-7,-8	465
YMPHYS	1-5,-7,-8	469
YMPROUD	1-5,-7,-8	473
YMSTEP	1-5,-7,-8	477
YMLEADER	1-5,-7,-8	481
YMHITECH	1-5,-7,-8	485
YMCIVCAR	1-5,-7,-8	489
YMSELCON	1-5,-7,-8	493
YMPOTEN	1-5,-7,-8	497
YMMENTAL	1-5,-7,-8	501
YMMATURE	1-5,-7,-8	505
YMTRAIN	1-5,-7,-8	509
YMHQUAL	1-5,-7,-8	513
YMCASHED	1-5,-7,-8	517

Sub-Population: Youth selected to receive the Marine Corps perceptions questions  
[PANELPEY EQ 1 AND RANDPE8 EQ 5] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 2,3, AND RANDPE8 EQ 5] OR  
[PANELPEY EQ 3 AND RAND1000 GE 694 AND RAND1000 LE 770] OR  
[PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 5]

YSWIDE	1-5,-7,-8	467
YSPHYS	1-5,-7,-8	471
YSPROUD	1-5,-7,-8	475
YSSTEP	1-5,-7,-8	479
YSLEADER	1-5,-7,-8	483
YSHITECH	1-5,-7,-8	487
YSCIVCAR	1-5,-7,-8	491
YSSELCON	1-5,-7,-8	495
YSPOTEN	1-5,-7,-8	499
YSMENTAL	1-5,-7,-8	503
YSMATURE	1-5,-7,-8	507
YSTRAIN	1-5,-7,-8	511
YSHQUAL	1-5,-7,-8	515
YSCASHED	1-5,-7,-8	519

Sub-Population: Youth selected to receive the Military Service perceptions questions  
[PANELPEY EQ 1 AND RANDPE8 EQ 6] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 2,3, AND RANDPE8 EQ 6] OR  
[PANELPEY EQ 3 AND RAND1000 GE 771 AND RAND1000 LE 847] OR  
[PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 6]

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Perceptions

Screen Name:	PE-7		Change Code:
Variables:	Ranges:	Order #:	(87-2) P, W
YWPHYS	1-5,-7,-8	520	(87-3) W
YWPROUD	1-5,-7,-8	521	
YWSTEP	1-5,-7,-8	522	
YWLEADER	1-5,-7,-8	523	
YWHITECH	1-5,-7,-8	524	
YWCIVCAR	1-5,-7,-8	525	
YWSELCON	1-5,-7,-8	526	
YWPOTEN	1-5,-7,-8	527	
YWMENTAL	1-5,-7,-8	528	
YWMATURE	1-5,-7,-8	529	
YWTRAIN	1-5,-7,-8	530	
YWHIQUAL	1-5,-7,-8	531	
YWCASHED	1-5,-7,-8	532	
Sub-Population:	Youth selected to receive the Working in a Full-Time Civilian Job perceptions questions [PANELPEY EQ 1 AND RANDPE8 EQ 7] OR [PANELPEY EQ 2 AND RANDPE3 EQ 2,3 AND RANDPE8 EQ 7] OR [PANELPEY EQ 3 AND RAND1000 CE 848 AND RAND1000 LE 924] OR [PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 7]		
Variables:	Ranges:	Order #:	
YCPROUD	1-5,-7,-8	533	
YCLEADER	1-5,-7,-8	534	
YCCIVCAR	1-5,-7,-8	535	
YCSELCON	1-5,-7,-8	536	
YCPOTEN	1-5,-7,-8	537	
YCMENTAL	1-5,-7,-8	538	
YCMATURE	1-5,-7,-8	539	
YCHIQUAL	1-5,-7,-8	540	
Sub-Population:	Youth selected to receive the Going to College perceptions questions [PANELPEY EQ 1 AND RANDPE8 EQ 8] OR [PANELPEY EQ 2 AND RANDPE3 EQ 2,3 AND RANDPE8 EQ 8] OR [PANELPEY EQ 3 AND RAND1000 GE 925 AND RAND1000 LE 1000] OR [PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 8]		

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ACOMS Annotated Questionnaire  
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Module: Perceptions

-----  
Screen Name: PE-12  
Variables: Ranges: Order #:  
YPEDIP 1-5,-7,-8 541  
Sub-Population: All youth  
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-----  
Screen Name: PE-13  
Variables: Ranges: Order #:  
YPEGRADE 1-5,-7,-8 542  
Sub-Population: All youth  
-----

-----  
Screen Name: PE-14  
Variables: Ranges: Order #:  
YPECOL 1-5,-7,-8 543  
Sub-Population: All youth  
-----

-----  
Screen Name: PE-15  
Variables: Ranges: Order #:  
YPESIM 1,2,-7,-8 544  
Sub-Population: All youth  
-----

ACOMS Annotated Questionnaire  
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 Module: Perceptions

PE-12. Of the people who joined the Army in the last year, what proportion do you think are high school diploma graduates? Would you say...

less than one quarter, .....	1
about one quarter, .....	2
about one half, .....	3
about three quarters, or .....	4
almost all? .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

PE-13. Of the people who joined the Army last year, what proportion do you think would score in the upper half of an intelligence test? Is it...

all of them, .....	1
three quarters of them, .....	2
half of them, .....	3
one quarter of them, or .....	4
none of them? .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

PE-14. Of the people who joined the Army in the last year, what proportion do you think will get a college diploma either while they are in the Army or after they complete their Army service? Would you say...

less than one quarter, .....	1
about one quarter, .....	2
about one half, .....	3
about three quarters, or .....	4
almost all? .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

PE-15. Do you think very many young (men/women) with backgrounds and plans for the future like yours are joining the Army?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
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 Module: Perceptions

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Screen Name:	PEY-2	Order #:	Change Code:
Variables:	Ranges:		(87-2) P, W
YRLEADER	1-5,-7,-8	546	
YRSELCON	1-5,-7,-8	547	
YRELECT	1-5,-7,-8	548	
YROFFCOM	1-5,-7,-8	549	

Sub-Population: Youth selected to receive the Army ROTC  
 questions who had heard of the Army Reserve  
 Officers' Training Corps  
 [YHEARDRO EQ 1,-8] AND [[PANELPEY EQ 1] OR  
 [PANELPEY EQ 2 AND RANDPE3 EQ 1,2] OR  
 [PANELPEY EQ 3] OR  
 [PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 9]]

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ACOMS Annotated Questionnaire  
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 Module: Perceptions

CATI CHECK #PE1: IS YOUTH ROTC POTENTIAL?

YES ..... 1 (PEY-2)  
 NO ..... 2 (KNOWLEDGE AWARENESS  
 MODULE)

PEY-2. Next, I'd like your opinion about several statements describing different things that the Army Reserve Officer's Training Corps on the college campus might offer you.

Please use a scale of 1 to 5 where "1" means you strongly disagree with the statement, "2" means you disagree, "3" means you neither disagree nor agree, "4" means you agree, and "5" means you strongly agree with the statement.

The Army Reserve Officer's Training Corps on a college campus offers you...

	DS					AG	REF	DK
a. leadership and management training?	1	2	3	4	5	-7	-8	
b. an opportunity to develop self-confidence?	1	2	3	4	5	-7	-8	
c. a college elective that can be taken together with other college courses?	1	2	3	4	5	-7	-8	
d. an officer's commission in the active Army, Army Reserve or the Army National Guard?	1	2	3	4	5	-7	-8	

ACOMS Annotated Questionnaire  
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Module: Perceptions

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Screen Name:	PEY-3		Change Code:
Variables:	Ranges:	Order #:	(87-2) W
YOWIDE	1-5,-7,-8	550	(87-3) W
YOPROUD	1-5,-7,-8	551	
YOUSECOL	1-5,-7,-8	552	
YOINNOV	1-5,-7,-8	553	

Sub-Population: Youth selected to receive the Army ROTC  
questions who had heard of the Army Reserve  
Officer's Training Corps  
[YHEARDRO EQ 1,-8] AND  
[[PANELPEY EQ 1] OR  
[PANELPEY EQ 2 AND RANDPE3 EQ 1,2] OR  
[PANELPEY EQ 3] OR  
[PANELPEY EQ 4,5,6,7,8, AND RANDPE9 EQ 9]]

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ACOMS Annotated Questionnaire  
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 Module: Perceptions

PEY-3. Being an officer in the Army means different things to different people.

Please tell me how much you disagree or agree that being an officer offers you each item on the list. A "1" means you strongly disagree with the statement, "2" means you disagree, "3" means you neither disagree nor agree, "4" means you agree, and "5" means you strongly agree with the statement.

Being an officer in the United States Army offers you...

	DS					AG	REF	DK
a. a wide variety of opportunities to find a job you can enjoy?	1	2	3	4	5	-7	-8	
b. an experience you can be proud of?	1	2	3	4	5	-7	-8	
c. the opportunity to use your college acquired skills?	1	2	3	4	5	-7	-8	
d. the opportunity to make changes and use your own judgment?	1	2	3	4	5	-7	-8	

[GO TO KNOWLEDGE-AWARENESS MODULE]



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Module: Perceptions

END OF PERCEPTIONS MODULE

ACOMS Annotated Questionnaire  
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Module: Knowledge-Army Attributes

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Knowledge-Army Attributes

-----  
Screen Name: KA-7  
Variables: Ranges: Order #:  
YKAEARN 1,2,-7,-8 554  
Sub-Population: Approximately half of youth given the  
main interview  
[RANDROY EQ 3,5,6]  
-----

-----  
Screen Name: KA-1  
Variables: Ranges: Order #:  
YKAEDBEN 1-6,-7,-8 555  
Sub-Population: Youth who knew that it is possible to earn  
money for college by enlisting in the Army  
[YKAEARN (KA-7) EQ 1,-7,-8]  
-----

-----  
Screen Name: KA-2  
Variables: Ranges: Order #:  
YKALLCOL 1,2,-7,-8 556  
Sub-Population: Youth who knew that it is possible to earn  
money for college by enlisting in the Army  
[YKAEARN (KA-7) EQ 1,-7,-8]  
-----

-----  
Screen Name: KA-3  
Variables: Ranges: Order #:  
YKASAME 1,2,3,-7,-8 557  
Sub-Population: Youth who knew that it is possible to earn  
money for college by enlisting in the Army  
[YKAEARN (KA-7) EQ 1,-7,-8]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May & June 87)  
Module: Knowledge-Army Attributes

KA-7. Is it possible to earn money for college by enlisting in the Army?

YES ..... 1 (KA-1)  
NO ..... 2 (CATI CHECK #KA4)  
REFUSED ..... -7 (KA-1)  
DON'T KNOW ..... -8 (KA-1)

KA-1. How much do you think can be earned through Army education benefits?

[PRCBE: This would be the total benefits you could earn while in the Army.]

UNDER \$5,000 ..... 1  
\$5,000 TO \$9,999 ..... 2  
\$10,000 TO \$14,999 ..... 3  
\$15,000 TO \$19,999 ..... 4  
\$20,000 TO \$24,999 ..... 5  
\$25,000 OR MORE ..... 6  
REFUSED ..... -7  
DON'T KNOW ..... -8

KA-2. Do you think Army education benefits would pay for your entire college education?

YES ..... 1  
NO ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8

KA-3. Do you think Army education benefits are more, less or about the same as the Navy, Air Force, or Marines offer?

MORE ..... 1  
LESS ..... 2  
ABOUT THE SAME ..... 3  
REFUSED ..... -7  
DON'T KNOW ..... -8

-----  
CATI CHECK #KA4: ROTATE ORDER OF SERVICES FOR KA-4

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Knowledge-Army Attributes

-----  
Screen Name: KA-4  
Variables: Ranges: Order #:  
YKAGIAR 1,2,-7,-8 559  
YKAGIAF 1,2,-7,-8 560  
YKAGINA 1,2,-7,-8 561  
YKAGIMA 1,2,-7,-8 562  
Sub-Population: Youth asked the knowledge-awareness questions  
[RANDROY EQ 3,5,6]  
-----

-----  
Screen Name: KA-5  
Variables: Ranges: Order #:  
YKAYEARS 0-25,-7,-8 563  
Sub-Population: Youth asked the knowledge-awareness questions  
[RANDROY EQ 3,5,6]  
-----

-----  
Screen Name: KA-6  
Variables: Ranges: Order #: Change Code:  
YKADEP 1,2,-7,-8 564 (87-2) W  
Sub-Population: Youth asked the knowledge-awareness questions  
[RANDROY EQ 3,5,6]  
-----

-----  
Screen Name: KA-8  
Variables: Ranges: Order #:  
YKARGJUN 1,2,-7,-8 565  
Sub-Population: Youth asked the knowledge-awareness questions  
[RANDROY EQ 3,5,6]  
-----

-----  
Screen Name: KA-9  
Variables: Ranges: Order #:  
YKARGHS 1,2,-7,-8 566  
Sub-Population: Youth who did not know that 17 year old high  
school juniors are eligible to join the Army  
Reserve or Army National Guard  
[YKARGJUN (KA-8) EQ 2,-7,-8]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May & June 87)  
Module: Knowledge-Army Attributes

KA-4. Please tell me whether or not each of the following services offers the "GI Bill"?

	DOES OFFER	DOES NOT OFFER	REF	DK
Army .....	1	2	-7	-8
Air Force .....	1	2	-7	-8
Navy .....	1	2	-7	-8
Marines .....	1	2	-7	-8

KA-5. What is the minimum number of years that a new recruit has to serve on active duty in the Army?

NUMBER OF YEARS.....	_____
REFUSED .....	-7
DON'T KNOW .....	-8

KA-6. Is it possible to sign up for the Army and start serving up to one year later?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

KA-8. Are 17 year old high school juniors eligible to join the Army Reserve or Army National Guard?

YES .....	1 (KA-10)
NO .....	2 (KA-9)
REFUSED .....	-7 (KA-9)
DON'T KNOW .....	-8 (KA-9)

KA-9. Is high school graduation required before joining the Army Reserve or Army National Guard?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Knowledge-Army Attributes

-----  
Screen Name: KA-10  
Variables: Ranges: Order #:  
YKAWARD 1-5,-7,-8 567  
Sub-Population: Youth asked the knowledge-awareness questions  
[RANDROY EQ 3,5,6]  
-----

-----  
Screen Name: KA-11  
Variables: Ranges: Order #:  
YKARGCOL 1,2,-7,-8 568  
Sub-Population: Youth asked the knowledge-awareness questions  
[RANDROY EQ 3,5,6]  
-----

-----  
Screen Name: KA-12  
Variables: Ranges: Order #:  
YKARGGI 1-7,-7,-8 569  
Sub-Population: Youth who knew that qualified people who  
join the Army Reserve or Army National  
Guard can receive money for college  
[YKARGCOL (KA-11) EQ 1]  
-----

ACOMS Annotated Questionnaire  
 Quarter 8/-3 (Apr, May & June 87)  
 Module: Knowledge-Army Attributes

KA-10. Who sponsors the "Scholar-Athlete Award Program"?  
 Is it the...

Marine Corps, .....	1
National Guard, .....	2
Army Reserve, .....	3
Air Force, or .....	4
Navy? .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

KA-11. Can qualified people who join the Army Reserve or  
 Army National Guard receive money for college?

YES .....	1 (KA-12)
NO .....	2 (DEMOGRAPHICS MODULE)
REFUSED .....	-7 (DEMOGRAPHICS MODULE)
DON'T KNOW .....	-8 (DEMOGRAPHICS MODULE)

KA-12. What is the maximum amount of money for college that  
 qualified people who join the Army Reserve or Army  
 National Guard can receive under the "GI Bill"?

UNDER \$1,000 .....	1
\$1,000 TO \$1,999 .....	2
\$2,000 TO \$3,999 .....	3
\$4,000 TO \$5,999 .....	4
\$6,000 TO \$7,999 .....	5
\$8,000 TO \$9,999 .....	6
\$10,000 OR MORE .....	7
REFUSED .....	-7
DON'T KNOW .....	-8

[GO TO DEMOGRAPHICS MODULE]



ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Knowledge-Army Attributes

END OF KNOWLEDGE-ARMY ATTRIBUTES MODULE

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Demographics

ACOMS Annotated Questionnaire  
Quarter Q87-3 (Apr, May, & June 87)  
Module: Demographics

-----  
Screen Name: DE-5  
Variables: Ranges: Order #:  
YDETHNIC 1-3,-7,-8 19  
Sub-Population: Hispanic youth  
[EHISP (SC-20) EQ 1]  
-----

-----  
Screen Name: DE-6  
Variables: Ranges: Order #:  
YDMARITL 1-5,-7,-8 570  
Sub-Population: All youth  
-----

-----  
Screen Name: DE-14  
Variables: Ranges: Order #: Change Code:  
YDSAMEPA 1-4,-7,-8 705 (87-2) A  
Sub-Population: All youth  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Demographics

DEINTRO1. Now I have some questions about your background.

```

-----
| CATI CHECK #DE1:  IS RESPONDENT HISPANIC?
|                   [SC-20 = 1]
|
|                   YES ..... 1  (DE-5)
|                   NO ..... 2  (DE-6)
|
|-----

```

DE-5. What is your ethnic background? Are you...

```

Mexican American ..... 1
Puerto Rican, or ..... 2
some other Hispanic? ..... 3
REFUSED ..... -7
DON'T KNOW ..... -8

```

DE-6. What is your current marital status? Are you...

```

Single, ..... 1
Married, ..... 2
Separated, ..... 3
Divorced, or ..... 4
Widowed? ..... 5
REFUSED ..... -7
DON'T KNOW ..... -8

```

DEINTRO2. Now I would like to ask some questions about your father and mother, or other adults in your household.

DE-14. (When not attending college) Do you live in the same household as your father or your step-father?

```

FATHER ..... 1
STEP-FATHER ..... 2
NEITHER ..... 3
BOTH ..... 4
REFUSED ..... -7
DON'T KNOW ..... -8

```

ACOMS Annotated Questionnaire  
Quarter Q87-3 (Apr, May, & June 87)  
Module: Demographics

Screen Name:	DE-19		Change Code:
Variables:	Ranges:	Order #:	(87-2) P
YDEDDAD	07-25, -7, -8	574	
Sub-Population:	All youth		

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Demographics

DE-19. What was the highest grade or level of education that  
 your (father/step-father) completed?

LESS THAN 8TH GRADE .....	07
8TH GRADE .....	08
9TH GRADE .....	09
10TH GRADE .....	10
11TH GRADE .....	11
12TH GRADE .....	12
1ST YEAR OF 4-YEAR COLLEGE (FR) .....	13
2ND YEAR OF 4-YEAR COLLEGE (SO) .....	14
3RD YEAR OF 4-YEAR COLLEGE (JR) .....	15
4TH YEAR OF 4-YEAR COLLEGE (SR) .....	16
5TH YEAR COLLEGE/1ST YEAR GRADUATE OR PROFESSIONAL SCHOOL .....	17
2ND YEAR GRADUATE OR PROFESSIONAL SCHOOL .....	18
3RD YEAR GRADUATE OR PROFESSIONAL SCHOOL .....	19
MORE THAN 3 YEARS GRADUATE/ PROFESSIONAL SCHOOL .....	20
1ST YEAR OF JR. OR COMMUNITY COLLEGE .....	21
2ND YEAR OF JR. OR COMMUNITY COLLEGE .....	22
1ST YEAR OF VOC., BUS., OR TRADE SCHOOL .....	23
2ND YEAR OF VOC., BUS., OR TRADE SCHOOL .....	24
MORE THAN 2 YEARS VOC., BUS., OR TRADE SCHOOL .....	25
REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
Quarter Q87-3 (Apr, May, & June 87)  
Module: Demographics

-----  
Screen Name: DE-20  
Variables: Ranges: Order #:  
YDDADLFS 1-8,-7,-8 575  
Sub-Population: All youth  
-----

-----  
Screen Name: DE-21  
Variables: Ranges: Order #:  
YDDADBR 1-5,-7,-8 576  
Sub-Population: Youth with father in the military  
[YDDADLFS (DE-20) EQ 6]  
-----

-----  
Screen Name: DE-14A  
Variables: Ranges: Order #: Change Code:  
YDSAMEMA 1-4,-7,-8 706 (87-2) A  
Sub-Population: All Youth  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Demographics

DE-20. Is your (father/step-father) now...

working full-time, .....	1	(DE-14A)
working part-time, .....	2	(DE-14A)
unemployed, .....	3	(DE-14A)
retired, .....	4	(DE-14A)
taking care of a family at home, or .....	5	(DE-14A)
in the military? .....	6	(DE-21)
DECEASED .....	7	(DE-14A)
OTHER .....	8	(DE-14A)
REFUSED .....	-7	(DE-14A)
DON'T KNOW .....	-8	(DE-14A)

DE-21. In which branch of the military is your (father/step-father) currently serving?

AIR FORCE .....	1
ARMY .....	2
COAST GUARD .....	3
MARINES .....	4
NAVY .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

DE-14A. (When not attending college) Do you live in the same household as your mother or your step-mother?

MOTHER .....	1
STEP-MOTHER .....	2
NEITHER .....	3
BOTH .....	4
REFUSED .....	-7
DON'T KNOW .....	-8



ACOMS Annotated Questionnaire  
Quarter Q87-3 (Apr, May, & June 87)  
Module: Demographics

Screen Name:	DE-26		Change Code:
Variables:	Ranges:	Order #:	(87-2) P
YDEDMOM	07-25,-7,-8	577	
Sub-Population:	All youth		

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Demographics

DE-26. What was the highest grade or level of education  
 that your (mother/step-mother) completed?

LESS THAN 8TH GRADE .....	07
8TH GRADE .....	08
9TH GRADE .....	09
10TH GRADE .....	10
11TH GRADE .....	11
12TH GRADE .....	12
1ST YEAR OF 4-YEAR COLLEGE (FR) .....	13
2ND YEAR OF 4-YEAR COLLEGE (SO) .....	14
3RD YEAR OF 4-YEAR COLLEGE (JR) .....	15
4TH YEAR OF 4-YEAR COLLEGE (SR) .....	16
5TH YEAR COLLEGE/1ST YEAR GRADUATE OR PROFESSIONAL SCHOOL .....	17
2ND YEAR GRADUATE OR PROFESSIONAL SCHOOL .....	18
3RD YEAR GRADUATE OR PROFESSIONAL SCHOOL .....	19
MORE THAN 3 YEARS GRADUATE/ PROFESSIONAL SCHOOL .....	20
1ST YEAR OF JR. OR COMMUNITY COLLEGE .....	21
2ND YEAR OF JR. OR COMMUNITY COLLEGE .....	22
1ST YEAR OF VOC., BUS., OR TRADE SCHOOL .....	23
2ND YEAR OF VOC., BUS., OR TRADE SCHOOL .....	24
MORE THAN 2 YEARS VOC., BUS., OR TRADE SCHOOL .....	25
REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
Quarter Q87-3 (Apr, May, & June 87)  
Module: Demographics

-----  
Screen Name: DE-27  
Variables: Ranges: Order #:  
YDMOMLFS 1-8,-7,-8 578  
Sub-Population: All youth  
-----

-----  
Screen Name: DE-17  
Variables: Ranges: Order #: Change Code:  
YDOWNREL 2-11,91,-7,-8 579 (87-2) R  
Sub-Population: Youth who do not live with parents  
[YDSAMEPA (DE-14) EQ 3 AND (YDSAMEMA (DE-14A)  
EQ 3, -7 OR -8)] OR  
[YDSAMEMA EQ 3 AND (YDSAMEPA EQ 3, -7,OR -8)]  
  
YDOWNOS 580  
Sub-Population: Youth who live with some other relative  
[YDOWNREL (DE-17) EQ 91]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Demographics

DE-27. Is your (mother/step-mother) now...

working full-time, .....	1
working part-time, .....	2
unemployed, .....	3
retired, or .....	4
taking care of a family at home, or .....	5
in the military? .....	6
DECEASED .....	7
OTHER .....	8
REFUSED .....	-7
DON'T KNOW .....	-8

```

-----
| CATI CHECK #DE1A: DOES RESPONDENT LIVE APART FROM |
| ANY PARENT? |
| |
| | ((DE-14 = 3) AND (DE-14A = 3, -7, OR -8)) |
| | OR (DE-14A = 3) AND (DE-14 = 3, -7, OR -8)) |
| |
| YES ..... 1 (DE-17) |
| NO ..... 2 (CATI CHECK #DE2) |
|
-----

```

DE-17. What relationship to you is the person who is the head of household in the house or apartment you are living in?

[USE CODE CLOSEST TO TOP OF LIST]

BROTHER .....	10 (DE-19A)
SISTER .....	11 (DE-19A)
UNCLE .....	2 (DE-19A)
AUNT .....	3 (DE-19A)
COUSIN .....	4 (DE-19A)
GRANDFATHER .....	5 (DE-19A)
GRANDMOTHER .....	6 (DE-19A)
SPOUSE .....	7 (DE-19A)
NON-RELATIVE .....	8 (DE-19A)
RESPONDENT .....	9 (CATI CHECK #DE2)
OTHER RELATIVE .....	91 (DE-19A)
REFUSED .....	-7 (DE-19A)
DON'T KNOW .....	-8 (DE-19A)

ACOMS Annotated Questionnaire  
Quarter Q87-3 (Apr, May, & June 87)  
Module: Demographics

-----  
Screen Name: DE-19A  
Variables: Ranges: Order #:  
YDEDOTH 07-25,-7,-8 581  
Sub-Population: Youth who live with another person  
[YDOWNREL (DE-17) EQ 2-8,10,11,91,-7,-8]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Demographics

DE-19A. What was the highest grade or level of education  
that (PERSON in DE-17) completed?

LESS THAN 8TH GRADE .....	07
8TH GRADE .....	08
9TH GRADE .....	09
10TH GRADE .....	10
11TH GRADE .....	11
12TH GRADE .....	12
1ST YEAR OF 4-YEAR COLLEGE (FR) .....	13
2ND YEAR OF 4-YEAR COLLEGE (SO) .....	14
3RD YEAR OF 4-YEAR COLLEGE (JR) .....	15
4TH YEAR OF 4-YEAR COLLEGE (SR) .....	16
5TH YEAR COLLEGE/1ST YEAR GRADUATE OR PROFESSIONAL SCHOOL ....	17
2ND YEAR GRADUATE OR PROFESSIONAL SCHOOL .....	18
3RD YEAR GRADUATE OR PROFESSIONAL SCHOOL .....	19
MORE THAN 3 YEARS GRADUATE/ PROFESSIONAL SCHOOL .....	20
1ST YEAR OF JR. OR COMMUNITY COLLEGE .....	21
2ND YEAR OF JR. OR COMMUNITY COLLEGE .....	22
1ST YEAR OF VOC., BUS., OR TRADE SCHOOL .....	23
2ND YEAR OF VOC., BUS., OR TRADE SCHOOL .....	24
MORE THAN 2 YEARS VOC., BUS., OR TRADE SCHOOL .....	25
REFUSED .....	-7
DON'T KNOW .....	-8

ACOMS Annotated Questionnaire  
Quarter Q87-3 (Apr, May, & June 87)  
Module: Demographics

-----  
Screen Name: DE-39  
Variables: Ranges: Order #: Change Code:  
YDCOUNTY 585 (87-3) P  
Sub-Population: All youth including:  
Youth who were not screener respondents  
[YUTHNUM NE 01] AND  
Youth who were screener respondents,  
fill in from PHONCNTY (SC-4B)  
[YUTHNUM EQ 01]  
-----

-----  
Screen Name: DE-40  
Variables: Ranges: Order #:  
YDCITY 586  
Sub-Population: All youth including:  
Youth who were not screener respondents  
[YUTHNUM NE 01] AND  
Youth who were screener respondents  
who did not give both county and zip code,  
fill in from PHONCITY (SC-4E)  
[YUTHNUM EQ 01]  
-----

-----  
Screen Name: DE-41  
Variables: Ranges: Order #:  
YDZIP 587  
Sub-Population: All youth including:  
Youth who were not screener respondents  
[YUTHNUM NE 01] AND  
Youth who were screener respondents,  
fill in from PHONZIP (SC-4C)  
[YUTHNUM EQ 01]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Demographics

CATI CHECK #DE2: IS YOUTH THE SCREENER RESPONDENT?

YES ..... 1 (DE-42)

NO ..... 2 (DE-39)

DE-39. What is the name of the county in which you live?

COUNTY

REFUSED ..... -7

DON'T KNOW ..... -8

DE-40. What is the name of the city in which you live?

CITY

REFUSED ..... -7

DON'T KNOW ..... -8

DE-41. What is your zip code?

ZIP CODE

REFUSED ..... -7

DON'T KNOW ..... -8



ACOMS Annotated Questionnaire  
Quarter Q87-3 (Apr, May, & June 87)  
Module: Demographics

-----  
Screen Name: DE-42  
Variables: Ranges: Order #:  
YDSSN 000000000-999999999,-7,-8 588  
Sub-Population: All youth  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Demographics

DE-42. Now I need to record your Social Security Number. We are asking for this number for use in another study to determine if the ideas we have been discussing are related to whether or not someone enlists in a military service.

Let me remind you that your answers are voluntary and will be completely confidential. Under no circumstances will your identity be made know to anyone in the military.

DOES NOT HAVE SSN ..... 0  
REFUSED ..... -7  
DON'T KNOW ..... -8

```
-----
| CATI CHECK #DE2:  IS RESPONDENT A TARGET YOUTH? |
|                                                     |
|               YES .... 1  (CATI CHECK #DE3)         |
|               NO ..... 2  (TERMINATION)             |
|                                                     |
|   #DE3:  IS YOUTH SELECTED FOR POTENTIAL          |
|           INCLUSION IN LONGITUDINAL COMPONENT?    |
|                                                     |
|               YES .... 1  (TRACKING MODULE)         |
|               NO ..... 2  (PARENTAL LOCATION MODULE)|
|-----
```

ACOMS Annotated Questionnaire  
Quarter Q87-3 (Apr, May, & June 87)  
Module: Demographics

END OF DEMOGRAPHICS MODULE

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May & June 87)  
Module: Tracking

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Tracking

-----  
Screen Name: TR-1  
Variables: Ranges: Order #:  
YTRPNAME  
Sub-Population: Target youth in the longitudinal sample  
[LONGSAMP EQ 1 AND YUTHNUM EQ TARGYUTH]  
-----

-----  
Screen Name: TR-2  
Variables: Ranges: Order #:  
YTRPSAME 1,2,-7,-8  
Sub-Population: Target youth in the longitudinal sample  
[LONGSAMP EQ 1 AND YUTHNUM EQ TARGYUTH]  
-----

-----  
Screen Name: TR-3  
Variables: Ranges: Order #:  
YTRPREAS 1,2,91,-7,-8  
Sub-Population: Youth asked the tracking questions who will  
be at a different phone number in one year  
[YTRPSAME (TR-2) EQ 2]  
-----

YTRPOTH  
Sub-Population: Youth asked the tracking questions who will  
have a different phone number in one year  
for some other reason  
[YTRPREAS (TR-3) EQ 91]  
-----

-----  
Screen Name: TR-4  
Variables: Ranges: Order #:  
YTRMOVMM  
YTRMOVYY  
Sub-Population: Youth asked the tracking questions who will  
be moving  
[YTRPREAS (TR-3) EQ 1]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May & June 87)  
 Module: Tracking

TRINTRO. It is possible that we will call again sometime in the future to obtain some updated information from you. I'd like to ask you a few questions that will help us to recontact you at a later date.

TR-1. In what name is this phone number, area code (AREA CODE & NUMBER), listed?

[ENTER UNLISTED IF PHONE NUMBER IS NOT LISTED.]

REFUSED ..... -7  
 DON'T KNOW ..... -8

TR-2. If we were to recontact you one year from now, do you expect that we could reach you at this same telephone number?

YES ..... 1 (TR-9)  
 NO ..... 2 (TR-3)  
 REFUSED ..... -7 (TR-9)  
 DON'T KNOW ..... -8 (TR-9)

TR-3. Why is that?

MOVING ..... 1 (TR-4)  
 NUMBER BEING CHANGED ..... 2 (TR-6)  
 OTHER (SPECIFY) ..... 91 (TR-9)  
 REFUSED ..... -7 (TR-9)  
 DON'T KNOW ..... -8 (TR-9)

TR-4. When do you expect to be moving?

MONTH \_\_\_\_\_ YEAR 19 \_\_\_\_\_

REFUSED ..... -7  
 DON'T KNOW ..... -8

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Tracking

-----

Screen Name: TR-5  
 Variables: Ranges: Order #:  
 YTRMADDR  
 Sub-Population: Youth asked the tracking questions who will  
                   be moving  
                   [YTRPREAS (TR-3) EQ 1]  
 YTRMCITY  
 YTRMST  
 YTRMZIP  
 Sub-Population: Youth who will be moving who know their  
                   new address  
                   [YTRPREAS (TR-3) EQ 1 AND  
                   YTRMADDR (TR-5) NE -7,-8]

-----

-----

Screen Name: TR-6  
 Variables: Ranges: Order #:  
 YTRPMM  
 YTRPYY  
 Sub-Population: Youth asked the tracking questions who will  
                   have a different phone number in one year  
                   [YTRPREAS (TR-3) EQ 2]

-----

-----

Screen Name: TR-7  
 Variables: Ranges: Order #:  
 YTRPKNOW 1,2,-7  
 Sub-Population: Youth asked the tracking questions who will  
                   have a different phone number in one year  
                   [YTRPREAS (TR-3) EQ 1,2]

-----

-----

Screen Name: TR-8  
 Variables: Ranges: Order #:  
 YTRPAREA  
 Sub-Population: Youth asked the tracking questions who know  
                   what their new telephone number will be  
                   [YTRPKNOW (TR-7) EQ 1]

-----

YTRPEXCH  
 YTRPLOCL  
 Sub-Population: Youth asked the tracking questions who are  
                   willing to tell the interviewer the new phone  
                   number  
                   [YTRPKNOW (TR-7) EQ 1 AND YTRPAREA NE -7]

-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May & June 87)  
Module: Tracking

TR-5. To what address will you be moving?

\_\_\_\_\_  
STREET NUMBER, NAME & APT. NUMBER

\_\_\_\_\_  
CITY STATE ZIP (TR-7)

REFUSED ..... -7 (TR-7)  
DON'T KNOW ..... -8 (TR-7)

TR-6. When do you expect your number to be changed?

MONTH \_\_\_\_\_ YEAR 19 \_\_\_\_\_

REFUSED ..... -7  
DON'T KNOW ..... -8

TR-7. Do you know what your new telephone number will be?

YES ..... 1 (TR-8)  
NO ..... 2 (TR-9)  
REFUSED ..... -7 (TR-9)  
DON'T KNOW ..... -8 (TR-9)

TR-8. What is that new number?

AREA CODE \_\_\_\_\_

EXCHANGE \_\_\_\_\_

LOCAL \_\_\_\_\_

REFUSED ..... -7  
DON'T KNOW ..... -8



ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Tracking

-----  
Screen Name: TR-9  
Variables: Ranges: Order #:  
YTRWPHON 1,2,-7,-8  
Sub-Population: Youth asked the tracking questions  
[LONGSAMP EQ 1 AND YUTHNUM EQ TARGYUTH]  
-----

-----  
Screen Name: TR-10  
Variables: Ranges: Order #:  
YTRWAREA  
Sub-Population: Youth asked the tracking questions who have  
a work phone number where they could be  
contacted in one year  
[YTRWPHON (TR-9) EQ 1]  
  
YTRWEXCH  
YTRWLOCL  
Sub-Population: Youth asked the tracking questions who are  
willing and able to tell the interviewer a  
work phone number  
[YTRWPHON (TR-9) EQ 1 AND  
YTRWAREA (TR-10) NE -7,-8]  
-----

-----  
Screen Name: TR-11  
Variables: Ranges: Order #:  
YTRWNAME  
Sub-Population: Youth with a work phone number  
[YTRWPHON (TR-9) EQ 1]  
  
YTRWADDR  
Sub-Population: Youth with a work phone number who are willing  
and able to give a company name  
[YTRWPHON (TR-9) EQ 1 AND  
YTRWNAME (TR-11) NE -7,-8]  
  
YTRWCITY  
YTRWST  
YTRWZIP  
Sub-Population: Youth who give a company name and address  
[YTRWPHON (TR-9) EQ 1 AND  
YTRWNAME (TR-11) NE -7,-8 AND  
YTRWADDR (TR-11) NE -7,-8]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May & June 87)  
Module: Tracking

TR-9. Do you have a work telephone number where  
you could be reached a year from now?

YES ..... 1 (TR-10)  
NO ..... 2 (TR-12)  
REFUSED ..... -7 (TR-12)  
DON'T KNOW ..... -8 (TR-12)

TR-10. What is that number?

AREA CODE \_\_\_\_\_

EXCHANGE \_\_\_\_\_

LOCAL \_\_\_\_\_

REFUSED ..... -7  
DON'T KNOW ..... -8

TR-11. What is your employer's name and address?

\_\_\_\_\_  
COMPANY NAME

\_\_\_\_\_  
STREET NUMBER & NAME

\_\_\_\_\_  
CITY STATE ZIP

REFUSED ..... -7  
DON'T KNOW ..... -8

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Tracking

-----  
Screen Name: TR-12  
Variables: Ranges: Order #:  
YTR1FNAM  
Sub-Population: Youth asked the tracking questions  
[LONGSAMP EQ 1 AND YUTHNUM EQ TARGYUTH]  
  
YTR1LNAM  
Sub-Population: Youth asked the tracking questions who are  
willing and able to give the name of a friend  
or family member who would know how to reach  
them in one year  
[YTR1FNAM (TR-12) NE -7,-8]  
  
YTR1ADDR  
Sub-Population: Youth asked the tracking questions  
[LONGSAMP EQ 1 AND YUTHNUM EQ TARGYUTH]  
  
YTR1CITY  
YTR1ST  
YTR1ZIP  
Sub-Population: Youth asked the tracking questions who are  
willing and able to give the address of  
a friend  
[YTRADDR NE -7,-8]  
  
YTR1ZIP  
YTR1AREA  
Sub-Population: Youth asked the tracking questions  
[LONGSAMP EQ 1 AND YUTHNUM EQ TARGYUTH]  
  
YTR1EXCH  
YTR1LOCL  
Sub-Population: Youth asked the tracking questions who are  
willing and able to give the phone number  
of a friend  
[YTR1AREA (TR-12) NE -7,-8]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May & June 87)  
Module: Tracking

TR-12. Please give me the name, address and telephone number  
of two friends or family members who are most likely to  
know how to reach you a year from now.

\_\_\_\_\_  
FIRST NAME

\_\_\_\_\_  
LAST NAME

\_\_\_\_\_  
STREET NUMBER, NAME & APT. NUMBER

\_\_\_\_\_  
CITY

\_\_\_\_\_  
STATE

\_\_\_\_\_  
ZIP

\_\_\_\_\_  
AREA CODE

\_\_\_\_\_  
EXCHANGE

\_\_\_\_\_  
LOCAL NUMBER

REFUSED ..... -7 (CATI CHECK #TR1)

DON'T KNOW ..... -8 (CATI CHECK #TR1)

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Tracking

-----  
Screen Name: TR-12A  
Variables: Ranges: Order #:  
YTR2FNAM  
Sub-Population: Youth asked the tracking questions who gave  
information about a friend who could reach  
them in one year  
[YTR1FNAM (TR-12) NE -7,-8,-1,-9] OR  
[YTR1ADDR (TR-12) NE -7,-8,-1,-9] OR  
[YTR1AREA (TR-12) NE -7,-8,-1,-9]  
  
YTR2LNAM  
Sub-Population: Youth who gave the first name of a second  
friend who could reach them in one year  
[YTR2FNAM (TR-12A) NE -7,-8]  
  
YTR2ADDR  
Sub-Population: Youth who gave information about at least  
one friend  
[YTR1FNAM (TR-12) NE -7,-8,-1,-9] OR  
[YTR1ADDR (TR-12) NE -7,-8,-1,-9] OR  
[YTR1AREA (TR-12) NE -7,-8,-1,-9]  
  
YTR2CITY  
YTR2ST  
YTR2ZIP  
Sub-Population: Youth who gave the address of a second  
friend who could reach them in one year  
[YTR2ADDR (TR-12A) NE -7,-8]  
  
YTR2AREA  
Sub-Population: Youth who gave information about at least  
one friend  
[YTR1FNAM (TR-12) NE -7,-8,-1,-9] OR  
[YTR1ADDR (TR-12) NE -7,-8,-1,-9] OR  
[YTR1AREA (TR-12) NE -7,-8,-1,-9]  
  
YTR2EXCH  
YTR2LOCL  
Sub-Population: Youth who gave the area code of a second  
friend who could reach them in one year  
[YTR2AREA (TR-12A) NE -7,-8]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May & June 87)  
Module: Tracking

TR-12A. [PROBE: And the second person's name, address, and  
telephone number?]

FIRST NAME

LAST NAME

STREET NUMBER, NAME & APT. NUMBER

CITY

STATE

ZIP

AREA CODE

EXCHANGE

LOCAL NUMBER

REFUSED ..... -7

DON'T KNOW ..... -8

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Tracking

END OF TRACKING MODULE

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Parental Location



ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Parental Location

-----  
Screen Name: PL1AQ873 Change Code:  
Variables: Ranges: Order #: (87-2) A  
YPARDEC 1,2,-7,-8 707 (87-3) L,W,P  
Sub-Population: Target youth with parent still living  
[YUTHNUM EQ TARGYUTH] AND  
[[YDDADLFS (DE-20) NE 7 AND PSEXSAMP EQ 1  
AND YDSAMEPA = 2,4] OR  
[YDMOMLFS (DE-27) NE 7 AND PSEXSAMP EQ 2 AND  
YDSAMEMA = 2,4]]  
-----

-----  
Screen Name: PL-2 Change Code:  
Variables: Ranges: Order #: (87-3) L,P  
YPARIMP 1-5,-7,-8 589  
Sub-Population: Target youth with parent still living  
[YUTHNUM EQ TARGYUTH] AND  
[[YDDADLFS (DE-20) NE 7 AND PSEXSAMP EQ 1] OR  
[YDMOMLFS (DE-27) NE 7 AND PSEXSAMP EQ 2]]  
-----

ACOMS Annotated Questionnaire  
 Quarter 87-3 (Apr, May, & June 87)  
 Module: Parental Location

CATI CHECK #PL1:	DOES YOUTH LIVE WITH STEP-PARENT OF SELECTED SEX?
	YES..... 1 (PL1AQ873)
	NO..... 2 (PL-2)

PL1AQ873. We would like to interview either your (PARENT) or your (step-PARENT) about influence (he/she) may have had on your future plans. We want to interview the person whose opinion means the most to you when you make important decisions. Would that person be your (PARENT) or your step-(PARENT)?

PARENT..... 1  
 STEP-PARENT..... 2  
 REFUSED..... -7  
 DON'T KNOW..... -8

PL-2. Think now about the possibility of joining the Armed Services in the future. How important is your (PARENT/step-PARENT)'s advice in your decision about serving in the military. Is it...

very important, ..... 1  
 somewhat important, ..... 2  
 neither important nor unimportant,.. 3  
 somewhat unimportant, or ..... 4  
 very unimportant? ..... 5  
 REFUSED ..... -7  
 DON'T KNOW ..... -8

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Parental Location

-----  
Screen Name: PL1BQ873 Change Code:  
Variables: Ranges: Order #: (87-2) W  
YPARFNAM (87-3) L,P,W  
Sub-Population: Target youth with parent still living  
[YUTHNUM EQ TARGYUTH] AND  
[[YDDADLFS (DE-20) NE 7 AND PSEXSAMP EQ 1] OR  
[YDMOMLFS (DE-27) NE 7 AND PSEXSAMP EQ 2]]  
Screen Name: PL1BOV1  
YPARLNAM  
YPARAREA  
Sub-Population: Target youth with parent still living and  
parent's first name given  
[YPARFNAM (PL-1) NE -7,-8,-1]  
Screen Name: PL1BOV2  
YPAREXCH  
YPARLOCL  
Sub-Population: Target youth with parent still living  
and parent's area code given  
[YPARAREA (PL-1) NE -7,-8,-1]  
-----

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Parental Location

PL1BQ873. [We would like to interview your (PARENT/step-PARENT) about (his/her) attitudes about your future plans.] Please give me (his/her) name and telephone number.

\_\_\_\_\_  
FIRST NAME

\_\_\_\_\_  
LAST NAME

\_\_\_\_\_  
AREA CODE

\_\_\_\_\_  
EXCHANGE

\_\_\_\_\_  
LOCAL NUMBER

ACOMS Annotated Questionnaire  
Quarter 87-3 (Apr, May, & June 87)  
Module: Parental Location

END OF PARENTAL LOCATION MODULE

## APPENDIX C. CUMULATIVE SURVEY CHANGES

### ACOMS Quarterly Change Forms and Cumulative Change Tables

The Change Form is a cumulative document that contains all of the questionnaire items that have been changed in any way. It serves as the documentation of questionnaire changes and contains all of the necessary information to communicate these changes in the questionnaire to the user of the tabulations. In order to analyze the data tabulated for a given variable, it is essential to know whether there were any changes to that particular question that may be a factor.

#### Change Form Layout

Each entry on the Change Form includes the variable name, order number, the quarter the change was implemented, old screen name, new screen name, a one-letter change code, the question before the change was implemented, and the question after the change. Figure C-1 is a sample page from the Change Form. The layout of the Change Form is described below.

Variable name. (Figure C-1, #1) Variable names appear in the first column of the Change Form for all items which have been altered in the ACOMS instrument. The variable names correspond to the variable names which appear in the tabulations (Appendix A) and the ACOMS questionnaire (Appendix B). Variable names beginning with the letter "Y" indicate items contained in the youth questionnaire while the letter "P" indicates those in the parental questionnaire.

Many Change Form entries contain more than one variable. If an identical question exists in both the youth and parental questionnaires, both variables will be indicated. Many questions are constructed to permit more than one response to the question; for example, BE-2: "With whom have you talked?" may contain up to six separate responses.

Order number. (Figure C-1, #2) The order number corresponds to the order of the variable on the SAS data file. This number is also contained in the tabulations and in the questionnaire.

Quarter number. (Figure C-1, #3) The quarter number indicates the quarter that the change was implemented.

Old screen. (Figure C-1, #4) The screen name from the previous quarter will appear here. If the question is a new one which is being added, this column will be blank.

New screen. (Figure C-1, #5) The screen name for the new quarter is listed in this column.

Change code. (Figure C-1, #6) One or more of the following codes are listed in this column indicating the type of change that took place.

- A Addition - Addition of a question.
- C CATI Programming - Any change to the CATI code.
- D Deletion - Deletion of a question.
- L Location - Question moved to a different location within the questionnaire.
- P Predecessor - Question preceded by different question as a result of the addition, deletion, or change in location of another question
- R Response Codes - Change or redefinition of response codes.
- S Subpopulation - Change in definition of appropriate respondents as a result of the addition, deletion, or change in location of another question.
- W Wording - Wording of the question.
- X Cosmetic - Text change that is not read to respondent and is not part of the question, e.g., interviewer instructions.

Change from. (Figure C-1, #7) The information in this column reflects the item as it existed in previous quarters before the change was implemented.

Change to. (Figure C-1, #8) Information in this column reflects the item as it will appear in subsequent quarters.

1	2	3	4	5	6	7	8
VAR	NAME	Q	OLD	SCREEN	CODE	CHANGE FROM:	CHANGE TO:
PROVER	70	07-2	SC-1	SC-1	M	... We are conducting an important national survey for the U.S. Government.	... We are conducting a survey for the U.S. Government about people's plans for the future and their reaction to Armed Forces advertising.
TOOTSTOT	74	07-2	SC-5	SC-5	M, F	Since the survey we are conducting for the U.S. government is concerned with the career plans of young adults, we need to know how many young adults live in your household. Including anyone away on vacation, away on business or living away at school, how many young people between the ages of 13 and 26 live in your household?	We have a few questions to see if anyone in your household will be included in this survey.
ADULTTOT	693	07-2	SC-5	SC-5	A	many young adults live in your household. Including anyone away on vacation, away on business or living away at school, how many young people between the ages of 13 and 26 live in your household?	How many people aged 25 or older live in your household?
ADULTTOT	75	07-2	SC-6	SC-6	M	Is this person male or female?	How many people between the ages of 13 and 26 live in your household?
ADULTTOT	76	07-2	SC-7	SC-7	M	Of these (NUMBER FROM SC5), how many are male?	Is the 13 to 26 year old male or female?
ADULTTOT	77	07-2	SC-7A	SC-7A	D	So, of the (NUMBER FROM SC5) 13 to 26 year olds, your household has (NUMBER FROM SC7) male(s) and (NUMBER FROM SC5 minus (NUMBER FROM SC7) female(s)?	Of these (NUMBER FROM SC-5) 13 to 26 year olds, how many are male and how many are female?
ADULTTOT	694	07-2	SC-17A	SC-17A	A		(Are you/he/she) currently enrolled in (your/his/her) first or second year of junior or community college?
ADULTTOT	695	07-2	EE-4C	EE-4C	A		(Are you/he/she) currently enrolled in (your/his/her) first or second year of junior or community college?

CHANGE CODES: A-ADDITION D-DELETION P-PREDECESSOR S-SUB-POPULATION X-COSMETIC  
C-CAT1 PROGRAMMING L-LOCATION R-RESPONSE CODES (Addition on Modification) M-MODIFYING

Figure C-1. Example of an ACOMS change form page.



June, 1988

## CHANGE FORM

PAGE 1

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
PHONVER	70	87-2	SC-1	SC-1	W	...We are conducting an important national survey for the U.S. Government.	...We are conducting a survey for the U.S. Government about people's plans for the future and their reaction to Armed Forces advertising.
PHONVER	70	87-3	SC-1	SC-1	W	...We are conducting a survey for the U.S. Government about...	...We are conducting a study for the United States Government about...
YOUTHTOT	74	87-2	SC-5	SC-5	W,P	Since the survey we are conducting for the U.S. government is concerned with the career plans of young adults, we need to know how many young adults live in your household. Including anyone away on vacation, away on business or living away at school, how many young people between the ages of 13 and 24 live in your household?	We have a few questions to see if anyone in your household will be included in this survey.
ADULTTOT	693	87-2	SC-5	SC-5	A		How many people aged 25 or older live in your household?
ADULTTOT	693	87-3	SC-5	SC-5	W	We have a few questions to see if anyone in your household will be included in this survey.	How many people between the ages of 13 and 24 live in your household?
YOUTHTOT	74	87-4	SC5		D	How many people aged 25 or older live in your household?	We have a few questions to see if anyone in your household will be included in this study. Including yourself...
YOUTHTOT16	731	87-4		SC5V3	A	...between the ages of 13 and 24	how many people aged 25 or older live in your household?

CHANGE CODES:  
A=ADDITION  
C=ALICE CODE

D=DELETION  
L=LOCATION

P=PREDECESSOR  
R=RESPONSE CODES

(Addition on Modification)

S=SUB-POPULATION  
W=WORDING

X=COSMETIC

June, 1988

## CHANGE FORM

PAGE 2

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
EDDENSON	708	87-3		SC-14A	A		Date-Keyed Education question (Are you/Is PERSON) currently enrolled...  1. In a regular day high school, 2. In a 4 year college, 3. In some other school, or 4. not currently enrolled?
EDDENOTE	703	87-3		SC-14B	A		Date-Keyed Education question (Were you/Was he/Will she/Will you be/Will he be/Will she be) enrolled in school in (April/ October)?
MALEFEM	75	87-2	SC-6	SC-6	W	Is this person male or female?	Is the 13 to 24 year old male or female?
MALEFEM	75	87-4	SC6	SC6V2	W	Is the 13 to 24 year old...	Is the 16 to 24 year old...
MALETOT FEMTOT	76 77	87-2	SC-7	SC-7	W	Of these (NUMBER FROM SC5), how many are male?	Of these (NUMBER FROM SC-5) 13 to 24 year olds, how many are male and how many are female?
MALETOT	76	87-4	SC7	SC7V2	D	Of these two 13 to 24...	
MALETOT16	732	87-4		SC7V2	A		Of these two 16 to 24...
FEMTOT	77	87-2	SC-7A	SC-7A	D	So, of the (NUMBER FROM SC5) 13 to 24 year olds, your household has (NUMBER FROM SC7) male(s) and (NUMBER FROM SC5 minus (NUMBER FROM SC7) female(s)?	
FEMTOT	77	87-4	SC7		D	Of these two 13 to 24...	

CHANGE CODES:  
A=ADDITION  
C=ALICE CODE

D=DELETION  
L=LOCATION

P=PREDECESSOR  
R=RESPONSE CODES

(Addition on Modification)

S=SUB-POPULATION  
W=WORDING

X=COSMETIC

June, 1988

## CHANGE FORM

PAGE 3

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
PMTOT16	733	87-4		SC7V2	A		Of these two 16 to 24...
MTOTVER	-	87-4	SC7ACHK	SC7ACKV2	W	13-24 (3 occurrences)	16-24 (3 occurrences)
YTOTVER	-						
ERSPAGE	93	87-4	SC7B	SC7BV2	D	Are you 13 to 24...	Are you 16 to 24...
ERAGE16	737	87-4			A		...household between 16 and 24
EFNAM	94	87-4	SC8	SC8V2	W	...household between 13 and 24	
E13TO24	100	87-4	SC10A	SC10AV2	W	( ) 13 to 15 years old, 16 to 20	Eliminate "13 to 15" in question
ENUMORE	-	87-4	SC10C	SC10CV2	R	years old,...	and response categories.
-	-	87-4	TERM6	TERM6V2	W	...between 13 and 24...	( ) 16 to 20 years old,...
PHALETOT	78	87-4			W	...households with 13 to 24...	...between 16 and 24...
PHALT16	734	87-4			D	Variable label:	...households with 16 to 24...
PPHMTOT	79	87-4			A	TOTAL MALES AGED 13-24 FINAL	Variable label:
PPHMT16	735	87-4			D	Variable label:	TOTAL MALES AGED 16-24 FINAL
ENHMTOT	80	87-4			A	TOTAL FEMALES AGED 13-24 FINAL	Variable label:
ENHMT16	736	87-4			D	Variable label:	TOTAL FEMALES AGED 16-24 FINAL
					A	TOTAL YOUTH AGED 13-24 FINAL	Variable label:
							TOTAL YOUTH AGED 16-24 FINAL

## CHANGE CODES:

A-ADDITION

C-ALICE CODE

D-DELETION

L-LOCATION

P-PREDECESSOR

R-RESPONSE CODES

(Addition on Modification)

S-SUB-POPULATION

W-WORDING

X-COSMETIC

## CHANGE FORM

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YEDKIND	119	87-3		EE-6	S		All Youth  (Are you/is he/she currently enrolled in (your/his/her) first or second year of junior or community college?
YEDENYRJ	695	87-2		EE-6C	A		
EEEDENYRH	109	87-3	SC-16	SC-16	W	(Are you/is he/she) currently enrolled in 9th, 10th, 11th, or 12th grade?	Date-Keyed Education question (Are you currently/is he currently/is she currently//Were you/Was he/she//Will you be//Will he be//Will she be) enrolled in 9th, 10th, 11th or 12th grade?
EEEDENYRC	110	87-3	SC-17	SC-17	W	(Are you/is he/ is she) currently enrolled in (your/his/her) first, second, third, fourth or fifth year of college?	Date-Keyed Education question (Are you currently/is he currently/is she currently//Were you/Was he/she//Will you be//Will he be//Will she be) enrolled in (your/his/her) first, second, third, fourth or fifth year of college?
EEEDENYRJ	694	87-2 87-3	SC-17A SC-17A	SC-17A SC-17A	A W	(Are you/is he/ is she) currently enrolled in (your/his/her) first, or second year of junior or community college?	Date-Keyed Education question (Are you currently/is he currently/is she currently//Were you/Was he/she//Will you be//Will he be//Will she be) enrolled in (your/his/her) first, or second year of junior or community college?

## CHANGE CODES:

A-ADDITION

C-ALICE CODE

D-DELETION

L-LOCATION

P-PREDECESSOR

R-RESPONSE CODES (Addition on Modification)

S-SUB-POPULATION

W-WORDDING

X-COSMETIC

June, 1988

## CHANGE FORM

PAGE 5

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
EDDCGRAD	710	87-3		SC-13C	A	(Are you/Is he/Is she) a college graduate?	(Are you/Is he/Is she) a college graduate?
ELIVADDR	112	87-3	SC-18	SC-18	P,W	(Are you/Is PERSON) living at this address?	(Are you/Is PERSON) living at this address? IF RESPONSE IS "NO", PROBE: (Are you/Is he/Is she) actually a household member and living temporarily away from home? If SO, CODE: "YES".
CONFNAME CONTNAME CONTADDR CONTCITY CONTCST CONTCZIP CONTCAREA CONTCXCH CONTCLOCL		87-3	SC-38	SC-38	D		Eliminate future contact for 13-15 year olds
RDOBDD RDOBMM RDOBY	713 714 715	87-3		SC-9	A		Reask question for youth with missing data in screener. What is your date of birth?
RAGE	716	87-3		SC-10	A		Reask question for youth with missing data in screener. How old are you?
RMILACT	717	87-3		SC-11	A		Reask question for youth with missing data in screener. Have you ever been in active military service, the National Guard or the Reserves?

CHANGE CODES:  
A=ADDITION  
C=ALICE CODE

D=DELETION  
L=LOCATION

P=PREDECESSOR  
R=RESPONSE CODES (Addition on Modification)

S-SUB-POPULATION  
W=WORDING  
X-COSMETIC

June, 1988

## CHANGE FORM

PAGE 6

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
RMILSERV	719	87-3		SC-11A	A		Reask question for youth with missing data in screener. Are you presently serving in the military?
RMILWAIT	718	87-3		SC-12	A		Reask question for youth with missing data in screener. Have you been accepted for service in a branch of the Armed Forces and are now waiting to go on active duty?
RRACE	711	87-3		SC-19	A		Reask question for youth with missing data in screener. Please tell me whether you are... 1. White, 2. Black, 3. Asian or Pacific Islander, or 4. American Indian or Alaskan Native?
RHISP	712	87-3		SC-20	A		Reask question for youth with missing data in screener. Are you Hispanic?
YBSDIPL	115	87-3	EE-2	EE-2	P		Do you have a regular high school diploma, a GED, or ARE, or some other kind of certificate of high school completion?

## CHANGE CODES:

A-ADDITION

C-ALICE CODE

D-DELETION

L-LOCATION

P-PREDECESSOR

R-RESPONSE CODES

(Addition on Modification)

S-SUB-POPULATION

W-WORDING

X-COSMETIC

June, 1988

## CHANGE FORM

PAGE 7

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YEDENSON	722	87-3		EE-4A	A		Are you currently enrolled... In a regular day high school, In a 4 year college, In some other school, or not currently enrolled?  (Were you/Will you be) enrolled in school in (April/October)?  Are you a college graduate?  What is the highest grade or year of school or college you plan to eventually complete?  Reask question for youth with missing data in screener. Are you living at this address? [IF RESPONSE IS "NO", PROBE: Are you actually a household member and living temporarily away from home? IF SO, CODE "YES".]
YEDENOTH	723	87-3		SC-14B	A		
YEDCGRAD	724	87-3		SC-13C	A		
YEDPLAN	125	87-3		EE-3	P		
RLIVADDR	720	87-3		SC-18	A,W		
RLIVDORM	721	87-3		SC-18A	A		Reask question for youth with missing data in screener. Are you living in undergraduate student housing? [That is, undergraduate housing that is owned, leased or sponsored by the school you are attending?]

CHANGE CODES:  
A=ADDITION  
C=ALICE CODE

D=DELETION  
L=LOCATION

P=PREDECESSOR  
R=RESPONSE CODES

(Addition on Modification)

S=SUB-POPULATION  
W=WORDING

X=COSMETIC

June, 1988

## CHANGE FORM

PAGE 8

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YEDELALG	129	87-2	EE-9_12	EE-9_12	R	Response codes: 1 = TAKEN 2 = PLAN TO TAKE 3 = NOT TAKEN AND NOT PLANNING TO	Response codes: 1 = TAKEN OR CURRENTLY TAKING 2 = PLAN TO TAKE 3 = NOT TAKEN AND NOT PLANNING TO
YEDGEON	130						
YEDINALG	131						
YEDTRIG	132						
YDROTCEV	502	87-3	DE-36	DE-36	L		Did you ever participate in a Reserve Officer's Training Corps (ROTC) course?
YDROTGIS	503	87-3	DE-37	DE-37	L		Was that Junior ROTC in high school or Senior ROTC in college?
YDROTGBR	504	87-3	DE-38	DE-38	L		Was that Army ROTC, Air Force ROTC, or Navy ROTC?
YEMPCUR	133	87-3	EE-16	EE-16	P		Are you currently employed either full-time or part-time?
YPROBMIL	152	87-2	1P-7	1P-7	W	Response categories read. Now I'm going to ask you about several things young (men/women) your age might do in the next few years. For each one, please tell me how likely it is that you will be doing that.  How likely is it that you will be serving in the military? Would you say...	Response categories not read. Now I'm going to ask you about several things young (men/women) your age might do in the next few years. Please tell me whether you will definitely, probably, probably not or definitely not be doing each of the following things.  How likely is it that you will be serving in the military?

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R=RESPONSE CODES

(Addition on Modification)

S=SUB-POPULATION  
W=WORDING

X=COSMETIC



November, 1987

## CHANGE FORM

PAGE 9

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YPROBCOL	153	87-2	IP-14	IP-14	W	Response categories read. ...be going to college? Would you say... 1. definitely, 2. probably, 3. probably not, or 4. definitely not?	Response categories not read. ...be going to college?  1. DEFINITELY 2. PROBABLY 3. PROBABLY NOT 4. DEFINITELY NOT
YPROBARO	155	87-2	IP-11	IP-11	W	Response categories read. ...or Army R.O.T.C.? Would you say... 1. definitely, 2. probably, 3. probably not, or 4. definitely not?	Response categories not read. ...or Army R.O.T.C.?  1. DEFINITELY 2. PROBABLY 3. PROBABLY NOT 4. DEFINITELY NOT
YPROBVOC	156	87-2	IP-16	IP-16	W	Response categories read. ...or technical school? Would you say... 1. definitely, 2. probably, 3. probably not, or 4. definitely not?	Response categories not read. ...or technical school?  1. DEFINITELY 2. PROBABLY 3. PROBABLY NOT 4. DEFINITELY NOT
YPROBEMP	157	87-2	IP-12	IP-12	W	Response categories read. ...in a civilian job? Would you say... 1. definitely, 2. probably, 3. probably not, or 4. definitely not?	Response categories not read. ...in a civilian job?  1. DEFINITELY 2. PROBABLY 3. PROBABLY NOT 4. DEFINITELY NOT

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R=RESPONSE CODES

(Addition on Modification)

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X-COSMETIC

June, 1988

## CHANGE FORM

PAGE 10

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YPROBAR	162	87-2	IP-8	IP-8	W	Response categories read. ...duty in the Army? Would you say... 1. definitely, 2. probably not, or 3. probably not, 4. definitely not?	Response categories not read. ...duty in the Army? 1. DEFINITELY 2. PROBABLY 3. PROBABLY NOT 4. DEFINITELY NOT
YPROBANG	163	87-2	IP-9	IP-9	W	Response categories read. ...the Army National Guard? Would you say... 1. definitely, 2. probably not, or 3. probably not, 4. definitely not?	Response categories not read. ...the Army National Guard? 1. DEFINITELY 2. PROBABLY 3. PROBABLY NOT 4. DEFINITELY NOT
YPROBARV	164	87-2	IP-10	IP-10	W	Response categories read. ...in the Army Reserve? Would you say... 1. definitely, 2. probably not, or 3. probably not, 4. definitely not?	Response categories not read. ...in the Army Reserve? 1. DEFINITELY 2. PROBABLY 3. PROBABLY NOT 4. DEFINITELY NOT

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November, 1987

## CHANGE FORM

PAGE 11

VARIABLE NAME	QUARTER	OLD SCREEN	NEW SCREEN	SCREEN CODE	CHANGE FROM:	CHANGE TO:
YPROB COM	165	87-2	IP-11A	IP-11A	W	Response categories read. ...Army R.O.T.C.? Would you say... 1. definitely, 2. probably, 3. probably not, or 4. definitely not?
YBAVISIT	203	87-3	BE-10-12	BE-11	W	Response categories not read. ...Army R.O.T.C.? 1. DEFINITELY 2. PROBABLY 3. PROBABLY NOT 4. DEFINITELY NOT  In the past six months, have you visited an Army recruiting station?
YBATEVR	725	87-3		BE-12A	A	Have you ever taken a written test used for the Army, such as the Armed Services Vocational Aptitude Battery?
YBATEST	204	87-3	BE-12	BE-12	P,S	In the past six months, have you taken a written test used for the Army, such as the Armed Services Vocational Aptitude Battery?
YBCTEVR	726	87-3		BE-21A	A	Sub-Population: Youth who have ever taken an Army test. YBATEVR (BE-12A) EQ 1, -1, -8/  Sub-Population: All youth  Have you ever taken any college admissions test, for example, the PSAT, SAT, or ACT?

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R-RESPONSE CODES (Addition on Modification)

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X-COSMETIC

June, 1988

## CHANGE FORM

PAGE 12

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YBCTEST	223	87-3	BE-21	BE-21	P, S	Sub-Population: Youth who have thought of going to college [YBCTHOT (BE-16) EQ 1, -7, -8]	In the past six months, have you taken any college admissions tests for example, the PSAT, SAT, or ACT?  Sub-Population: Youth who have ever taken a college admissions test. [YBCTEVR (BE-21A) EQ 1, -7, -8]  Have you ever submitted a college application?
YBCAPEVR	727	87-3	BE-24	BE-24A	A		
YBCAPPL	224	87-3	BE-24	BE-24	P, S	Sub-Population: Youth who have thought of going to college [YBCTHOT (BE-16) EQ 1, -7, -8]	In the past six months, have you submitted a college application?  Sub-Population: Youth who have ever submitted a college application. [YBCAPEVR (BE-24A) EQ 1, -7, -8]  Having a wide variety of opportunities to find a job you can enjoy?  Working part-time?
YIWIDE PIWIDE	696 385	87-2	IA-1	IA-1	A		
YISERPAR PISERPAR	697 386	87-2	IA-1	IA-1	A		
YISERCOM PISERCOM	283 92	87-2	IA-1	IA-1	D	Serving your own community?	

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X-COSMETIC

June, 1988

## CHANGE FORM

PAGE 13

VARIABLE NAME	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YIPROUD PIPROUD	280 89	IA-1	IA-1	W	Having experiences you can be proud of?	Having an experience you can be proud of?
YISTEP PISTEP	286 95	IA-1	IA-1	W	Having a stepping stone between high school and college?	Having a stepping-stone between high school and college?
YIHITTECH PIHITTECH	279 88	IA-1	IA-1	W	A chance to work with the latest high-tech equipment?	Working with the latest high-tech equipment?
YICASHED PICASHED	274 83	IA-1	IA-1	W	Earning money for college or vocational school?	Earning money for college or vocational education?
YIHOME PIHOME	285 94	IA-1	IA-1	W	Staying in your own hometown?	Living in your own hometown?
YIWEKEN PIWEKEN	284 93	IA-1	IA-1	W	Having weekend excitement?	Having interesting and exciting weekends?
YIINNOV PIINNOV	288 97	IA-1	IA-1	W	The opportunity to make changes and use your judgement?	Being able to make changes and use your own judgement?
YTVRREG YTVRCAB PTVRREG PTVRCAB	291 292 100 101	MI2	MI2	S		Eliminate skip for MI1. Ask all respondents MI2.

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June, 1988

## CHANGE FORM

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VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YRADBRAM	315	87-4	MH17	MH17	S		Eliminate skip for MH16. Ask all respondents MH17.
YRADHRPM	316						
PRADBRAM	124						
PRADHRPM	125						
YTVSH6	740	F88	MH-13	MH13Q881		Please tell me if you watch any of the following TV shows regularly. Do you watch...	Please tell me if you watch any of the following TV shows regularly. Do you watch...
PTVSH6	452					David Letterman? Friday Night Videos? Monday Night Football? College Football? Sunday Night at the Movies? Tour of Duty?	David Letterman? Friday Night Videos? Monday Night Football? College Football? Sunday Night at the Movies? Tour of Duty?
YUN12NON	351	87-2	KR-1	KR-1	A	Now, thinking about TV, radio, newspapers, magazines and any other sources of advertising, for what military service or services do you recall seeing or hearing advertising?	Thinking about all forms of advertising, for which military services do you recall seeing or hearing any advertising?
YUN12AF	352						
YUN12AR	353						
YUN12RO	354						
YUN12NG	355						
YUN12RV	356						
YUN12CG	357						
YUN12MC	358						
YUN12NA	359						
YUN12ALL	360						
PUN12NON	162						
PUN12AF	163						
PUN12AR	164						
PUN12RO	165						
PUN12NG	166						
PUN12RV	167						
PUN12CG	168						
PUN12MC	169						
PUN12NA	170						
PUN12ALL	171						

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R-RESPONSE CODES

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W-WORDING

X-COSMETIC

June, 1988

## CHANGE FORM

PAGE 15

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YHEARDAR PHEARDAR	434 230	87-2	PE-1A	PE-1A	L,P,S	Sub-Population: Youth selected to receive the Army Reserve perceptions questions [PANELPEY EQ 1 AND RANDPE8 EQ 1] OR [PANELPEY EQ 2 AND RANDPE3 EQ 2,3 AND RANDPE8 EQ 1] OR [PANELPEY EQ 3 AND RAND1000 GE 1 AND RAND1000 LE 269] OR [PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 1]	Move to beginning of Perceptions Module. Sub-Population: All Youth
YHEARDNG PHEARDNG	449 245	87-2	PE-4A	PE-4A	L,P,S	Sub-Population: Youth selected to receive the Army National Guard perceptions questions [PANELPEY EQ 1 AND RANDPE8 EQ 2] OR [PANELPEY EQ 2 AND RANDPE3 EQ 2,3 AND RANDPE8 EQ 2] OR [PANELPEY EQ 3 AND RAND1000 GE 270 AND RAND1000 LE 539] OR [PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 2]	Move to beginning of Perceptions Module. Sub-Population: All Youth

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June, 1988

## CHANGE FORM

PAGE 16

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YHEARDRO PHEARDRO	545 341	87-2	PE-15A	PE-15A	L, P, S	Sub-Population: Youth selected to receive the Army Reserve Officer's Training Corps perceptions questions [PANELPEY EQ 1] OR [PANELPEY EQ 2 AND RANDPE3 EQ 1,2] OR [PANELPEY EQ 3] OR [PANELPEY EQ 4,5,6,7,8 AND RANDPE9 EQ 9]	Move to beginning of Perceptions Module Sub-Population: All Youth
-		87-3		PE-INTRO1	A		Earlier I asked how important it was for you to have a number of opportunities. Now I'm going to ask your opinion about two specific ways you might get each of those opportunities. Your opinions in this section are very valuable to this study.
-		87-3	PE-INTRO	PE-INTRO	P, W	I'd like your opinion about several statements.  Please use a scale of one to five where 1 means you strongly disagree with the statement, 2 means you disagree, 3 means you neither disagree nor agree, 4 means you agree, and 5 means you strongly agree with the statement.	When you give your opinion, please use a scale of one to five where "1" means you strongly disagree with the statement, "2" means you disagree, "3" means you neither disagree nor agree, "4" means you agree, and "5" means you strongly agree with the statement.

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## CHANGE FORM

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	SCREEN CODE	CHANGE FROM:	CHANGE TO:
YAWIDE	420	87-2	PE-INTRO	PE-INTRO	P, W		Format change - see Annotated Questionnaire.
YV...	.						
YG...	.						
YF...	.	87-3	PE-INTRO	PE-INTRO	P, W		Expand Intro - see Annotated Questionnaire.
YN...	.						
YM...	.						
YS...	.						
YW...	.						
YCHQUAL	540						
PAWIDE	216						
PV...	.						
PG...	.						
PF...	.						
PN...	.						
PM...	.						
PS...	.						
PW...	.						
PCHQUAL	336						
YACASHED	433	87-2			W	....an excellent opportunity to obtain money for a college or vocational education.	....an opportunity to obtain money for college or vocational school?
YVCASHED	445						
YGCASHED	460						
YFCASHED	518						
YNASHED	516						
YMCASHED	517						
YSCASHED	519						
YWCASHED	532						
PACASHED	229						
PVCASHED	241						
PGASHED	256						
PFCASHED	314						
PNCASHED	312						
PHCASHED	313						
PSCASHED	315						
PWCASHED	328						

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R-RESPONSE CODES (Addition on Modification)

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## CHANGE FORM

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YRLEADER	546	87-2	PE-2	PEY-2		Next, I will read you a few statements describing different things that the Army Reserve Officer's Training Corps on the college campus might offer. Please tell me how much you disagree or agree that officer's training offers each item on the list. A "1" means you disagree completely, a "2" means you disagree somewhat, a "3" means you neither agree nor disagree, a "4" means you agree somewhat, and a "5" means you agree completely.	Next, I'd like your opinion about several statements describing different things that the Army Reserve Officer's Training Corps on the college campus might offer you.
YRSELCON	547		PE-2	PEP-2			
YRSELECT	548						
YRFFCOM	549						
PRLEADER	342						
PRSELCON	343						
PRELECT	344						
PROFFCOM	345						
						The Army Reserve Officer's Training Corps on a college campus provides...	The Army Reserve Officer's Training Corps on a college campus offers you...
						a. leadership and management training?	a. leadership and management training?
						b. the opportunity to develop self-confidence?	b. an opportunity to develop self-confidence?
						c. a college elective that can be taken together with other college courses?	c. a college elective that can be taken together with other college courses?
						d. an officer's commission in the active Army, Army Reserve or the Army National Guard?	d. an officer's commission in the active Army, Army Reserve or the Army National Guard?

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R-RESPONSE CODES

(Addition on Modification)

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W-WORDING

X COSMETIC

## CHANGE FORM

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YOWIDE	550	87-2	PE-3	PEY-3	W	Being an officer in the United States Army means...	Being an officer in the Army means...
YOPROUD	551		PE-3	PEP-3			
YOUSCOL	552						
YOINNOV	553						
POWIDE	346						
POPROUD	347						
POUSCOL	348						
POINNOV	349						
YOWIDE	550	87-3	PEY-3	PEY-3	W	Being an officer in the United States Army means different things to different people.	Being an officer in the Army means different things to different people.
YOPROUD	551						
YOUSCOL	552						
YOINNOV	553						
YKADEP	564	87-2	KA-6	KA-6	W	Is it possible to sign up for the Army and actually start serving up to one year later?	Is it possible to sign up for the Army and start serving up to one year later?
PKADEP	360						
YDETHNIC	19	87-4	DE5	DE5	C	Asked only if EHISP = 1	Ask if EHISP = 1 or RHISP = 1 (R. McEnlre 6/9/87)
YDSAMEPA	705	87-2		DE-14	A		(When not attending college) Do you live in the same household as your father or your step-father? 1. FATHER 2. STEP-FATHER 3. NEITHER 4. BOTH
YDEDDAD	574	87-2	DE-19	DE-19	P		What was the highest grade or level of education that your (father/step-father) completed?

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P-PREDECESSOR  
R-RESPONSE CODES

(Addition on Modification)

S-SUB-POPULATION  
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## CHANGE FORM

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VARIABLE NAME	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YDSAMEA	706	87-2	DE-14A	A		(When not attending college) Do you live in the same household as your mother or your step-mother? 1. MOTHER 2. STEP-MOTHER 3. NEITHER 4. BOTH
YDEDHOM	577	87-2	DE-26	P		What was the highest grade or level of education that your (mother/step-mother) completed?
YDPARENT	572	87-2	DE-15	D		Which of your parents do you live with?
YDWAGE	573	87-2	DE-16	D		Who is the principal wage earner in the household?
YDOWNREL YDOWNOS	579 580	87-2	DE-17	R		What relationship to you is the person who is the head of the household in the house or apartment you are living in? 1. SIBLING 2. UNCLE 3. AUNT 4. COUSIN 5. GRANDFATHER 6. GRANDMOTHER 7. SPOUSE 8. NON-RELATIVE 9. RESPONDENT 91. OTHER RELATIVE 10. BROTHER 11. SISTER 2. UNCLE 3. AUNT 4. COUSIN 5. GRANDFATHER 6. GRANDMOTHER 7. SPOUSE 8. NON-RELATIVE 9. RESPONDENT 91. OTHER RELATIVE

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X COSMETIC

## CHANGE FORM

VARIABLE NAME	#	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YDROTCEV	502	87-2	DE-36	DE-36	S	All youth	Youth who have heard of ROTC (YHEARDO EQ 1,-8 (PE-1A = 1))
YDCOONTY	505	87-3	DE-39	DE-39	P		What is the name of the county in which you live?
YPARDEC	509	87-2	PL-INTRO	PL-INTRO	A		We would like to interview (your PARENT/either your PARENT or your step-PARENT) about influence (he/she) may have had on your future plans.
YPARIMP	509	87-3	PL-INTRO	PL-1A	A		We want to interview the person whose opinion means the most to you when you make important decisions. Would that person be your (PARENT) or your step-(PARENT)?
				PL-1AQ873	L,P		We would like to interview either your PARENT or your step-PARENT about...

CHANGE CODES:  
A ADDITION  
C ALICE CODE

D DELETION  
L LOCATION

P-PREDECESSOR  
R-RESPONSE CODES

(Addition on Modification)

S-SUB-POPULATION  
W WORDING

X COSMETIC

## CHANGE FORM

VARIABLE NAME	QUARTER	OLD SCREEN	NEW SCREEN	CODE	CHANGE FROM:	CHANGE TO:
YPARFNAM YPARLNAM YPARAREA YPARXCH YPARLOCL	87-2	PL-1		W	We would like to interview your (PARENT) regarding (his/her) thoughts about future plans and possibilities for you. Please give me (his/her) name and telephone number.	(We would like to interview your (PARENT/step-PARENT) about (his/her) attitudes about your future plans. Please give me (his/her) name and telephone number.
YPARFNAM YPARLNAM YPARAREA YPARXCH YPARLOCL	87-3	PL-1B		L, P, W		
-	87-2	TERM-9		W	...I have no further questions for you at this time, but would you please stay on the line for one moment while I check to see if I need to speak to anyone else in your household. Thank you very much for your cooperation. Good bye.	...Although I have no more questions for you at this time, please stay on the line for one moment while I check to see if I need to speak to anyone else in your household. Thank you very much for your cooperation. Good bye.

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APPENDIX D. MAP OF U.S. ARMY RESERVE OFFICERS' TRAINING CORPS (ROTC)  
REGIONS

